



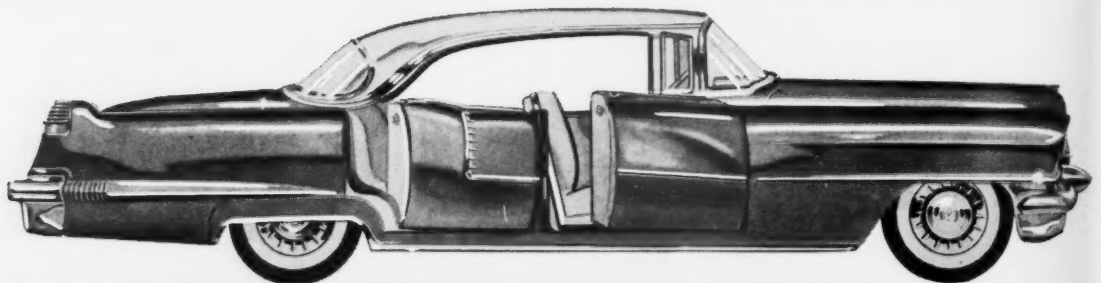
Dallas

JUNE • 1956

LONE STAR CADILLAC

The Newest In The '56 Cadillac Line

4 DOOR SEDAN DE VILLE



TRADITIONAL BEAUTY OF THE
POPULAR CADILLAC COUPE DE VILLE
WITH 4-DOOR CONVENIENCE

SEE...AND DRIVE THE 1956 CADILLAC AT LONE STAR CADILLAC, 2300 ROSS

LONE STAR

Cadillac



CO.

ENTIRE BLOCK 2300 ROSS AVENUE

RA-7222

SIGNS OF QUALITY

with McAX

PORCELAIN ENAMEL



Although different types of background illumination are employed for these new Cities Service signs in Miami, Florida, each is equally enhanced by the use of *McAx Porcelain Enamel Products*.

The illuminated spectacular atop the service station above is double faced with over 6700 light bulbs, while the towering three-way display at left has a facade of some 3000 feet of luminous tubing, each mounted on backgrounds of McAx Porcelain Enamel. McAx letters and emblems on both are combination porcelain enamel and plastic with illuminated faces.

Designed by Henry Dreyfuss, prominent New York industrial designer, both signs were engineered and built by McAx for Orange State Oil Company, Miami, a division of Cities Service.

McMATH

McAX

AXILROD

628 THIRD AVENUE

DALLAS 10, TEXAS

ENGINEERS • DESIGNERS • MANUFACTURERS

Dallas *Pioneers*



Established

1869 The Schoellkopf Company
Manufacturers and Wholesale Distributors

1872 Dallas Transit Company
Street Railway

1874 Bolanz & Bolanz
Real Estate and Insurance

1875 First National Bank in Dallas
Banking

1875 Dallas Transfer & Term. Whse. Co.
Warehousing, Transportation, and Distribution

1876 Trezevant & Cochran
Insurance Managers

1879 Texlite, Inc.
Manufacturers of Porcelain Enamel and Plastic Products for the Sign and Building Industries

1884 The Dorsey Company
Printers — Lithographers Stationers — Office Furniture

1885 Mosher Steel Company
Structural Reinforcing Steel and Machinery Repairs

1890 William S. Henson, Inc.
Advertising Printing

1893 Oriental Laundry and Cleaners
Finer Laundering, Cleaning, and Fur Storage



A SHOWPLACE of Dallas during the "Gay Nineties," the Dallas Club, shown in the above photograph, was located at the corner of Commerce and Poydras. Built about 1885 at a cost of \$75,000, its membership included some 275 leading Dallas citizens. Several blocks up the street at the corner of Commerce and Akard, the half-million dollar Oriental Hotel opened in 1893. In 1904, Otto Herold, a St. Louis banker, moved to Dallas to become the operating head of the hotel. Dallas convention activity of the nineties and the first decade of the century centered at the Oriental and it entertained two presidents, Theodore Roosevelt and William Howard Taft. One of the features of the Oriental was a complete laundry housed in its basement. In 1910, Mr. Herold moved this laundry to its present location at 1714-20 Wood Street. In 1912, the first section of the Hotel Adolphus was completed across the street and in 1925 the Oriental was replaced by the five million dollar Baker Hotel. Today, with its main plant at the Wood Street location and branches throughout the city, the Oriental Laundry serves all of Metropolitan Dallas. Otto Herold is chairman of the Board and Alvin Herold is president. Perhaps the oldest living hotel man in Dallas today, Otto Herold looks back on more than a half-century of development of hotel and convention facilities in Dallas.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brown Inc. *Martians*
Originally, Loudermil, Broussard and Miller

1897 Anderson Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral & Nursery Co.
The Southwest's Foremost Floral Decorators, Nursery Landscaping Service

1898 Etheridge Printing Company
Printing, Lithography, Engraving Office Supplies

1902 Hunter-Hayes Elevator Co.
Passenger, Freight and Home Elevators

1903 Smith's Detective Agency
Burglar Alarm, Fire Alarm Radio Patrol Service

1903 First Texas Chemical Mfg. Company
Pharmaceutical Manufacturing

1904 T. A. Manning & Sons
Insurance Managers Fire — Casualty

1906 Hesse Envelope Company
Manufacturers of Notebooks and Pile Folders

1914 Texas Employers Insurance Association
Workmen's Compensation Insurance

STEVE LANDREGAN
Editor

THOMAS J. McHALE
Advertising Manager

NANCY RYNDERS
Associate Editor

ED SOUZA
Advertising Associate

JUDY CARR
Editorial Assistant

MAE GRAVES
Advertising Assistant

CONTENTS THIS MONTH

	Page
Washington: The Common Ground	7
Data on Dallas	8
Dallas Has Never Been Dull	10
Dallas is the Southwest's Leading Convention City	12
Dallas is the Southwest's Ticket to Entertainment	16
Dallas Has the Space	20
Dallas— Here We Come	22
Dallas is Leading the Nation in Auto Air Conditioning	25
Businessmen See Bigness of Big "D"	27
Servicing the Convention	28
Luxurious is the Word	30
Furniture Mart Planned for Dallas	32
City Hall Report	35
One Day Drive Results in 390 New Memberships	48
Young Men Going Places	84
Women in Business	94
Ad Index	104

Dallas

VOLUME 38

NUMBER 6

JUNE

1956

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

Appointments and Promotions	80	Markets	58
Aviation	60	Medicine	38
Banking	46	Metropolitan Dallas	36
Chamber News	39	New and Expanding Business	70
Civic Events	51	Religion	64
Clubs	61	Retailing	52
Education	50	Sports	66
Honors and Awards	42	Traffic and Highways	47

DALLAS CHAMBER OF COMMERCE

OFFICERS

President
W. W. OVERTON, JR.
Vice Presidents
LEONARD M. GREEN
C. A. TATUM, JR.
ANGUS G. WYNNE, JR.
Vice President and General Manager
J. BEN CRITZ
Treasurer
DeWITT T. RAY

DIRECTORS

RAY A. ACKER
JAS. M. COLLINS
JEROME K. CROSSMAN
HAL C. DYER
R. R. GILBERT
S. M. GLADNEY
ED. R. HAGGAR
FELIX HARRIS
ERIK JONSSON
JOHN J. KETTLE
E. V. McCRIGHT
H. N. MALLON
STANLEY MARCUS
ROBERT G. PAYNE
LESTER T. POTTER
JULIUS SCHEPPS
JOHN M. STEMMONS
R. L. THORNTON, JR.

STAFF

General Manager—J. Ben Critz
Assistant Manager—Andrew W. DeShong
Business Manager—Sam Tobolowsky
Cashier—Velma Boswell
Conventions
Z. E. Black, John F. Spragins
Foreign Trade—Roy Jenkins
Highway—Tom E. Huffman
Industrial—Thomas W. Finney
Consultant: Richard B. Johnson
Information—Pauline Foster
Manufacturers and Wholesalers
Mark Hannon
Market—Mrs. Maude Tims
Membership—James I. Cabanis
Publicity—Steve Landregan
Research—William A. Rosamond
Retailers—Horace Ainsworth
Transportation—Sam Goodstein
Washington Office—Dale Miller

Advertising rates on application. Subscription rates, \$5.00 per year. Single copies, 50 cents. Foreign, \$6.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Reprint permission on request. Offices 1101 Commerce Street, Dallas 2, Texas. Telephone PR-8451. DALLAS is owned and published by the Dallas Chamber of Commerce. Its objective is to assist the Dallas Southwest in obtaining a sense of unity and cooperation by presenting articles which may prove interesting and informative to businessmen. Neither DALLAS nor the Dallas Chamber of Commerce stands sponsor for or is committed by the views expressed in these articles.

*"Why don't you give the First in Dallas
an opportunity to say yes?"*



FIRST NATIONAL BANK IN DALLAS
Member Federal Deposit Insurance Corporation

DALLAS • JUNE, 1965



T
Congress
adjourn
political
its closin
history a
sions of
president
year. C
every q
at this tim
est lines
tion betw
litical pr
both maj
have bee
with clea
different
platforms
the candi
campaign
such issu
bitter co
bate.

The cu
ever, has
ception,
demagogi
gresses in
has gone
and precis
in an env
is all but
flare-ups,
gas bill
House an
ically fro
tional disc
bilities, un
pics of e
adjourns
well be an
engendere
in an effe
issues for
nothing o
red so far

Conseq
end, with
beyond, b



WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

REPORT TO
DALLAS

The Common Ground

THE second session of the 84th Congress is moving toward a mid-July adjournment, and unless some kind of political pyrotechnics can be set off during its closing weeks it will pass quietly into history as one of the most unusual sessions of Congress ever experienced in a presidential election year. Ordinarily every quadrennium at this time the sharpest lines of demarcation between the political programs of both major parties have been drawn, with clear-cut issues differentiating the platforms on which the candidates thenceforth projected their campaigns to the people. Usually, too, such issues have been developed through bitter controversy and acrimonious debate.



DALE MILLER

The current session of Congress, however, has proved to be a remarkable exception, a notable departure from the demagogic exhibitionism of previous Congresses in presidential election years. It has gone about its business with a cool and precise efficiency, and has functioned in an environment of political calm that is all but incredible. Except for occasional flare-ups, such as those over the natural gas bill and farm legislation, both the House and Senate have moved methodically from January to June in a conventional discharge of their political responsibilities, undiverted by the familiar philippics of election years. Before Congress adjourns a few weeks from now there may well be another flare-up or two, politically engendered by either or both of the parties in an effort to conjure up some meaty issues for their hungry campaigners, but nothing of spectacular import has occurred so far.

Consequently, as the session nears its end, with the political conventions just beyond, both major parties are approach-

ing a battle without must potent ammunition and without much of a clearly delineated target either. There is a paucity of issues on which to campaign, instead of the plethora that is generally available in election years, and this unusual circumstance will make the forthcoming presidential and Congressional races unique in our modern political history. This is not to say that the usual excitements will be foregone; the familiar razzle dazzle will be routinely employed, and the customary stentorian clamors will be raised, but by and large any basic divisions between the controlling elements of the two major parties will be difficult to discern.

Just what has brought about this curious affinity between the fundamental programs of the two parties is an interesting anomaly on which to speculate. It has been apparent throughout the divided regime of a Republican Administration and a Democratic Congress. In an article on this page in DALLAS nearly a year ago it was commented on in some detail. Discussing the comparative harmony which had characterized the session of Congress just concluded, it was said then that: "The political atmosphere of Washington seems to have been pervaded by an aura of good feeling to an extent unparalleled in our modern political history. The cooperation between a Republican President and a Democratic Congress has frequently been so close that mere party labels have provided the only distinction between their mutual objectives and achievements. On Capitol Hill the lions and the lambs have been made to lie down together so often that it has frequently become difficult to distinguish one from the other. There has been less inter-party strife, and less intra-party friction, than this jaded political capital has experienced for years.

"This anomaly," the article continued, "can doubtless be attributed to a number of factors, involving both personalities and principles. To begin with, President Eisenhower, who was elected as a Repub-

lican and professes himself to be, is nonetheless, in many ways, a Democrat *de facto* if not *de jure*. In foreign affairs he has proved to be a vigorous exponent of the Woodrow Wilson and Cordell Hull philosophy of collective security and world trade; and even in domestic matters he has evinced no inclination to scuttle many of the programs initiated by his Democratic predecessors. . . . On Capitol Hill the Democratic leadership, which is another way of saying Sam Rayburn and Lyndon Johnson, have naturally found it difficult to develop a political vendetta against such an adversary in the White House. They have had their differences, to be sure, and on occasions some sharp words have been exchanged, but by and large no wide gulf has separated the basic principles of the Eisenhower incumbency and the Rayburn-Johnson regime on Capitol Hill."

The significance of these observations made nearly a year ago lies in the fact that they are still applicable today. What was said then of the first session of the 84th Congress can be said now of the second, despite the fact that this is an election year, when every known device would ordinarily be employed to exploit the singular characteristics of each party's program. It cannot be said that this "era of good feeling" is to the liking of the professional politicians whose responsibility it is to run the campaigns, but it has arisen inexorably nevertheless.

A study in moderation: Basic issues between the two parties are difficult to define.

In such a complex political system as our own, many factors have doubtless been contributory to this *rapprochement* of the two parties, but the basic motivation, in the opinion of this observer, has been supplied by the evident similarity in the personalities, and in the political principles, of the Eisenhower leadership in the White House, and the Rayburn-Johnson leadership on Capitol Hill. During the past two years President Eisenhower has persistently resisted the pressures from the extreme right in his own party, while Speaker Rayburn and Majority Leader Johnson have just as persistently resisted the pressures from the extreme left in their own. Their concomitant efforts have forced them to gravitate toward a mutual center, where political differences are measured in terms of emphasis and degree rather than in fundamental philosophies.

Make the Katy Your Railroad



for travel—Katy famous meals and service. Streamlined Texas Special daily between St. Louis and San Antonio—de luxe Bluebonnet daily between Kansas City and San Antonio.



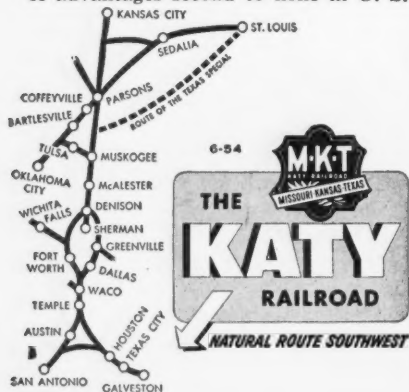
for freight—fast and dependable via the famous Katy Komet and other Katy fast freights. From St. Louis and Kansas City to principal Missouri, Kansas, Oklahoma and Texas cities. Ask about Katy's L.C.L. Freight merchandise service.



for industrial expansion—out-standing Katy-served industrial districts and sites. Ample Labor, Natural Resources, Low Cost Power at your service. Contact Katy Industrial Department, Dallas 2, Texas, without cost or obligation.

THE KATY IN DALLAS

Standout Katy-developed industrial locations include Air Lawn, Garland, Farmers Branch, Cedar Crest and similar areas in greater Dallas. Newest home for Dallas industry is the Windsor-Katy Brook Hollow District, ideal in location, beautiful in appearance, a complete range of advantages second to none in U. S.



Data on Dallas



Dallas

JUNE • 1956

For our convention issue, DALLAS had artist Bud Riggs do a water color sketch of three of the largest convention hotels, the Adolphus, Statler Hilton, and Baker. To accomplish this assignment wasn't easy. Bud did half of the painting in front of the Chamber of Commerce building looking down Commerce toward the Baker and Statler Hilton, then moved across the street to sketch the other half, the Adolphus.

This is the sixth in a series of water color sketches Bud has done on Dallas.

Our Advertising Manager, Tom McHale and Editor Steve Landregan have gone to Baltimore, Maryland for the American Association of Commerce Publication convention. It was a struggle to get the magazine on the press without their able guidance, but we know they're

Flying?
LOVE FIELD is DALLAS
Don't Buy a Detour!

having a wonderful time and will come back with a lot of good ideas for DALLAS.

★

This month Dallas News amusement editor, John Rosenfield, graciously consented to do a story for DALLAS on the entertainment field. The story, "Dallas is the Southwest's Ticket to Entertainment," appears on page 16.

Probably the best known critic south of Chicago and west of the Mississippi, John Rosenfield has worked on New York newspapers and in movie publicity, although most of his newspaper life has been with Dallas newspapers.

His impact on screen, stage and music is national. Newsweek has profiled him twice, Time once and Look, Life, Harper's and many other publications have given him articles, chapters or paragraphs.

A great believer in consciousness of civic position and civic service, John Rosenfield is a great booster of the Chamber of Commerce and is one of the best molders of public opinion in the country.



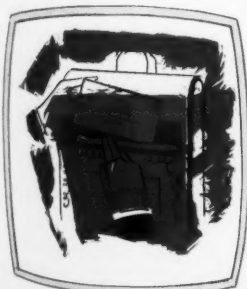
JOHN ROSENFIELD

DALLAS • JUNE, 1956

DALLAS •



Creative Banking **FOR BUSINESS AND FOR INDUSTRY!**



Creative Banking In Action!

Banking-by-Mail, *postpaid both ways*
—another Republic service for bet-
ter, faster, more convenient banking.

Creative All Weather Banking is the kind that seeks and finds new and better ways to employ money in productive enterprise during good times or bad. It is the kind of banking that has helped make Dallas and the Southwest grow.

Business — Industry — Individuals have benefited by our financial counsel and service.

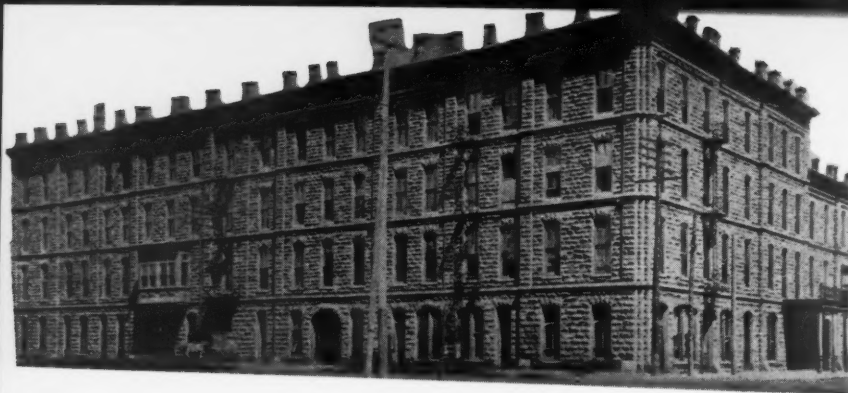
Our ever present question is . . .

"WHAT CAN WE DO FOR YOU?"

REPUBLIC
National BANK of Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

CAPITAL AND SURPLUS \$70,000,000 ★ LARGEST IN THE SOUTH



THE GRAND WINDSOR



THIS PICTORIAL GROUP depicts Dallas' hotel progress from the days of the stagecoach to the Model "T" era. The Crutchfield House and the St. Nicholas were leading hotels before the days of the railroads. The Grand Windsor was the show-place of Dallas in the eighties. Opened in 1893, the Old Oriental was Dallas leading hotel in the gay nineties. The German Renaissance Towers of the Adolphus gave Dallas new hotel splendor in 1912.



FIRST SECTION OF HOTEL ADOLPHUS



THE OLD ORIENTAL

Dallas

by Tom McHale

HOSPITALITY is another key to Dallas' greatness. For more than a century, Dallas has been a center of hospitality for an ever widening area. It started in 1846 when James B. Bryan, brother of John Neely Bryan, opened Dallas' first "Hotel." From this crude log cabin to its Metropolitan Hotels and convention facilities of the present day, Dallas has equipped itself to serve the traveling public.

In this One Hundreth Anniversary Year with the opening of the new Statler Hilton, construction progress on the new Memorial Auditorium and excavation work on the new Sheraton Hotel, Dallas is in the midst of its greatest expansion in hotel and convention facilities. Dallas is organizing to expand its convention horizons and preparing to serve more trade markets. In this activity, history is repeating itself, for just a century ago, Alexander Cockrell, the town's first capitalist, projected Dallas' first three-story brick building that opened in 1859 as the St. Nicholas Hotel.

Bryan's pioneer flophouse was so informal that W. H. Beeman claimed the distinction of keeping the first inn in town. This was known as the Dallas Tavern which he conducted in a small house on the north side of the square. In 1852, Tom Crutchfield built the Crutchfield House, a big L shaped two-story structure on the northwest corner of Main and Houston. Crutchfield had the foresight to hire a French chef who could shoot as well as cook. Together Crutchfield and his straight shooting French chef would take their rifles to the edge of town and shoot their "bill of fare." Chief items on the early menus were venison, buffalo and quail on toast.

Burned and rebuilt several times, the Crutchfield House served Dallas for nearly thirty years. In its early days rates on rooms were quoted at \$12.00 to \$15.00 per month and "square meals" cost 25 cents. Everyone knew when its guests dined as they were summoned by the ringing of a large bell in the hotel yard. The Crutchfield House entertained such notables as Sam Houston, Thomas J. Rust and Jubal Early.

Dallas Never Been Dull

The simple accommodations of this hotel were eclipsed in 1859 by the more impressive St. Nicholas. Built on a lot 100-feet square on the southwest corner of the square, this was said to be the most impressive building in North Texas. Its spacious office, long halls and rooms that lent themselves to public functions gave Dallas a hotel unmatched in this section of the state.

Nicholas H. Darnell was the manager of this hotel and it was named in his honor by Cockrell's widow. A captain in the Indian Wars of 1839, Speaker of the House of Representatives in the Texas Congress in 1842 and elected Lieutenant Governor in the state's first election of 1846, Darnell set the pattern for Dallas hotel men of the future. His statewide contacts, prestige and colorful personality helped make Dallas a magnet for travelers and his hotel a major community center. The St. Nicholas opened with a grand ball in which the entire area participated.

With the ending of the stage coach era and the coming of the railroads in the seventies, Dallas' hospitality horizon widened and in 1875, the new Le Grand Hotel was opened to accommodate the more elegant visitors. In *THE LUSTY TEXAN OF DALLAS*, John William Rogers records: "It was the most elegant hotel in the South with a chandelier in its main lobby thirty feet in circumference and blazing with seventy gas jets. Comfort had progressed to where every room had an electric annunciator (buzzer) and a telegraph office in the rotunda was presided over by a 'lady operator,' — A menu of one of the hotel's early Christmas dinners has been preserved, written in French after the fashion of the metropolitan hostilities of the day and later. It offered seventy dishes which ranged from sea turtles, truffles, ravioli, pate de fois gras, live lobsters, pomegranates and all manner of wild game including roasted black bear to pig jowls and kale greens."

The Le Grand's proprietor was "a picturesque man-about-town" named Tom Smith and it is revealing of the boom spirit that prevailed Dallas that he could open his hotel and remark that "nothing was paid for." But there was need for such a place and the Le Grand continued to serve the town until 1879 when it was combined with its neighbor the Windsor.

"The Grand Windsor" for a score of years was the chief hotel of the region."

The history of Dallas in the sixties and seventies provides another reason for Dallas steady growth as a center of hospitality over the years. This might be wrapped up in the phrase: "Dallas has never been Dull." In addition to providing hospitality for more affluent visitors, Dallas has always been equipped to serve mine-run customers. Here again John William Rogers in his *LUSTY TEXANS OF DALLAS* provides an insight into Dallas hospitality of another era.

"For five decades the 'wild west' extended practically up to Dallas across the Trinity, and if some of the most reckless desperadoes who visited the town reported, 'there was nothing in any mining camp like it,' the reputation in curious fashion was merely expressing the destiny of the town. From the days of John Neely Bryan there had been a notion that it was to the center, some kind of metropolis, and what was more natural than, if there were to be saloons, gambling houses and dance halls, that those in Dallas should vie with the biggest, best and most outrageous.

"From the war boom of the sixties, the town was 'crowded,' noisy, uncouth, disorderly, full of bustling confusion. In 1870 when the official population was 3,000, but when the place was full of transients, popular estimates gave it considerably more.

"The numerous wagon yards were filled with emigrant wagons bound for west and southwest Texas, and there were traffic jams on lower Commerce Street. — Gambling halls and saloons lined the whole north side of Main Street from Houston to Austin and the southwestern part of town was largely given over to dance halls and more intimate spots of dalliance. — In 1873 the "swellest" saloon in town was conducted by Julian Bogel — Johnnie Thompson ran the largest variety show in the southwest — and it was estimated that nearly 100 professional gamblers made their headquarters in Dallas. — A goodly number of the establishments never closed and their music sounded continuously except when shots were fired. — Another western touch for the town were the herds of longhorns that beginning in the seventies for more than a decade came

through the streets. — The Trinity at Dallas was one of the fording places of the river in the drives of cattle from the western pastures to the eastern markets. Sometimes the cowboys when they reached the neighborhood of Dallas, eager for city sights and diversions left their herds to graze nearby, while they came in to explore the town.

"Naturally the respectable families of the community were not happy over this state of affairs, but what could they do? — Concerted action was also frustrated from the feeling which was abroad that if anything was done to curb gambling and dance hall activities it would be bad for business. Indeed, in October, 1883, when Charles Clint the District Attorney began an active campaign to drive the gamblers out of town a delegation of business men called on him to point out how ill advised such a move was for prosperity and that Fort Worth with a shrewder policy was offering the gamblers free rents and \$3500 to move to that city."

The passing of the "Old West" and the growth of Dallas helped solve this problem. The population of Dallas increased 400 per cent during the eighties. The city directory of 1884 does not include any dance halls and one of its major advertising pages was devoted to Myer's Establishment, a relatively tame beer garden. The same directory lists the Grand Windsor as the leading hotel with 25 others along with 62 saloons, five bath rooms, 42 boarding houses and 8 wagon yards. Telephones, electric lights and electric street cars came in this decade, along with culture and a three-story Dallas Opera House. San Jacinto Day in 1886 brought Dallas one of its first big conventions, the reunion of Veterans of the Texas Revolution. Thousands of Texans flocked to Dallas to hear Dwight L. Moody and his singer, Ira David Sankey.

The opening of the \$500,000 Oriental Hotel in Dallas in 1893, gave it new claim to "the finest hotel in the South," and Dallas began to step up its convention activity. In 1896, Dallas was host to 1,200 visiting Odd Fellows who came from all parts of the United States and Canada. The city directory of that period listed 31 hotels, 150 boarding houses, 200 saloons, 5 wagon yards and four hack lines. Thomas

(Continued on Page 68)



Dallas Is the Southwest's Lead

CONVN

WHETHER you arrive by plane, train, bus or car, the minute you see Dallas you catch the excitement of a city on the move with progress and expansion. Dallas' phenomenal growth in the past ten years has made it a leader in every field . . . construction, banking, insurance, entertainment . . . and as a convention city. It is the leading convention city in Texas and the Southwest and has become the major convention center in the U. S.

Let's take a look at some of the reasons that bring the nation's top conventions to Dallas.

Few cities in the nation can boast meeting and exhibit space to compare with Dallas'. When finished, the completely air-conditioned Memorial Auditorium



GLAMOROUS FASHIONS
Dallas is the fashion center of the South



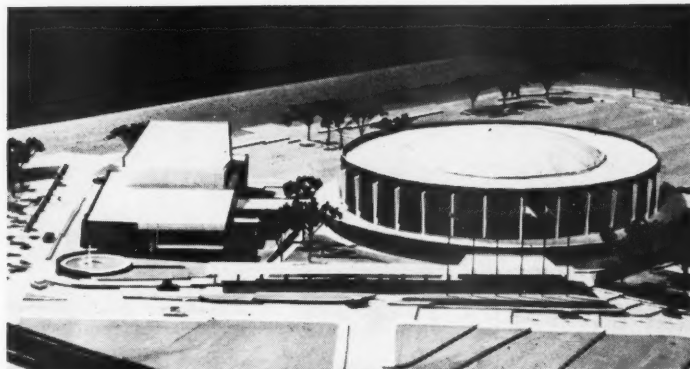
Lead

VENTION CITY

ute you sa
ess and ex
der in every
convention
become
s top com
to comp
ditorium



A WATER LILY BALLET
Dallas' peaceful Turtle Creek



LESS THAN A YEAR AWAY
Dallas' new Memorial Auditorium



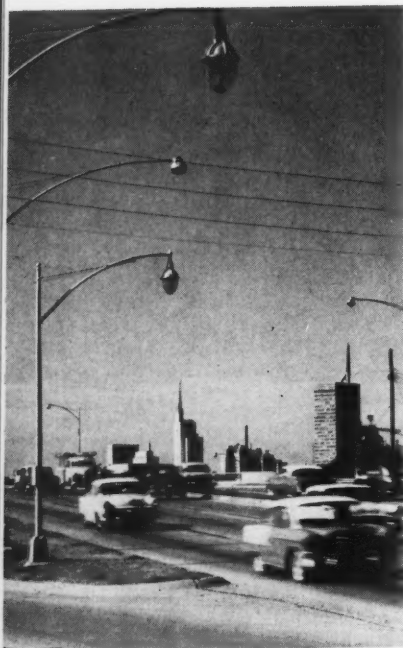
CONTINENTAL FLAVOR
Dallas' excellent restaurants



ABSTRACT DESIGN
Dallas' Women's Building



Sight-Seeing in Dallas



MAIN TRAFFIC ARTERY
Dallas' Central Expressway

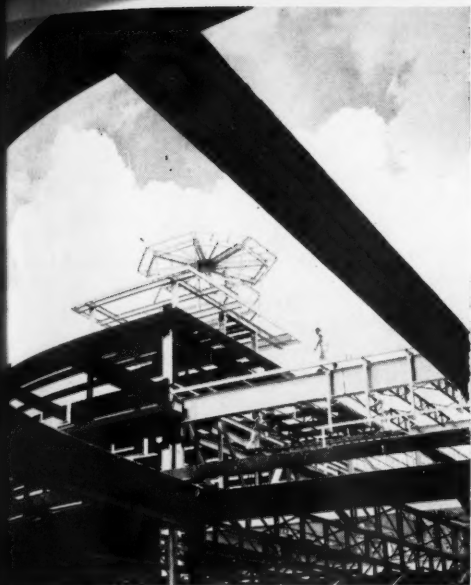
10,000 with over 100,000 square feet of exhibit space. Fair Park has seven convenient exhibit buildings with a total of more than 312,000 square feet of exhibit space.

Dallas can handle the biggest conventions with more than 8,000 hotel and 2,500 motel rooms. Convention facilities are concentrated in the downtown area.

Tops in entertainment, Dallas has exclusive supper clubs featuring big name entertainers, Cinerama, Broadway musicals, legitimate theatres, the Southwest's only Grand Opera, an outstanding symphony orchestra and other fine arts.



FOOTBALL FANFARE
Dallas' famed Cotton Bowl



STEEL PATTERNS IN THE SKY
new Love Field terminal now under construction



BEAUTIFUL HOMES
Dallas' residential area

Six Broadway musicals are brought to the State Fair auditorium each summer, beginning in June and running through September. These musicals feature outstanding performers and one this season will be played by the original Broadway company.

Dallas' Cinerama is another major entertainment attraction. It is also the only city offering Cinerama south of St. Louis and east of Los Angeles.

The Dallas Museum of Fine Arts is among the finest in the nation, housing valuable permanent exhibits and numerous special showing. The museum overlooks the lagoon in Fair Park and is only a short drive from downtown.

Dallas, located in the heart of the vast oil, cotton, cattle and manufacturing area, has direct air, rail and highway connections to all parts of the United States.



STATELY DEPOT
Dallas' Union Station



ON THE HILLTOP
Dallas' Southern Methodist University

BOX OFFICE



TICKETS

WHEN considering evidence of Dallas' theatrical supremacy it is customary to overlook the most obvious item. When motion pictures took rank as the world's No. 1 branch of show business; that is, from the money involved, Dallas straightway became the distribution center for the Southwest. As the area grew more populous, other cities got branch offices, which, however, reported to Dallas as district headquarters.

Dallas now contains either the home offices or the buying offices of all major Southwestern exhibition chains. Furthermore it is headquarters for the Southwest's most important exhibitor, the Interstate Circuit, which maintains pilot theaters and pilot situations in Dallas where its high brass can watch them.

The last five years have brought many developments in screen aspects and multi-channelled sound, all of which reached Dallas at the earliest practicable moment. Dallas was the first city south of St. Louis and west of Cincinnati to get a Cinerama establishment, which remains a magnet for visitors from half the states of the Union. Todd-AO, the latest, has arrived in Dallas but, to be fair about it, not exclusively for the area.

It is safe to say that nothing that has happened on the motion picture scene that is not now happening in Dallas. The leading exhibitor has been first to invest in house conversions, new projectors, new lenses from Three-D to Todd-AO.

In the living theater the State Fair Auditorium, under the step-by-step guidance of Mayor R. L. Thornton (who has been State Fair president longer than a city father; James H. Stewart, executive vice-president of the fair and Charles Meeker, managing director, Dallas has been given a theatrical stature comparable only with that of New York, Chicago, San Francisco, Los Angeles and St. Louis.

The air-conditioning, reseating and re-finishing of the Auditorium, built originally in 1925, has come to \$500,000, the actual cost of the naked structure, but are only devices whereby a prized status was, well, "prised".

Before this happened there was no hall or community south of St. Louis that

Dallas the Southwest's

ETO ENTERTAINMENT

by John Rosenfield

could accommodate a live show more than three or four days. The limitation of gross receipts and the costs of travels necessarily cut us down to infrequent theater, offered by second or thrifty road companies. Now things are different. Through the Auditorium Dallas is a two-week "stand" with astronomical grosses. No other city, not even New York, shows more dollars for the same length of time. And a two-week stay removes the more fearsome prospects of railroad travel every other day or so.

The Auditorium accomplishment has been the development of theatrical business for the fifteen days of the State Fair of Texas, for the week around Cotton Bowl time or Jan. 1, and, of course, the twelve-week summer season of the State Fair Musicals.

In quoting figures we also count federal amusements tax as it represents the amount of ticket money spent by the public. "South Pacific" of the State Fair season a few years ago earned \$384,000, which is still the greatest sum for that span in the history of the American theater.

"Annie Get Your Gun," which pointed the way a few years earlier, earned an even \$300,000. "Guys and Dolls" grossed \$343,000 and a locally-produced show with Dean Martin and Jerry Lewis won \$305,000.

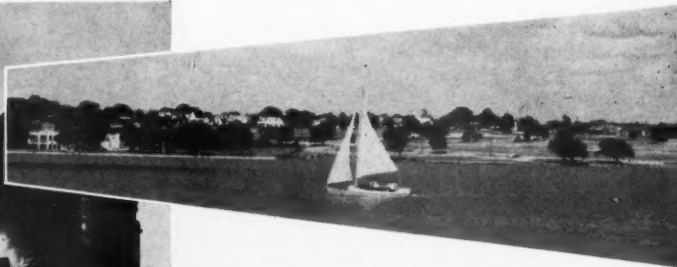
With a lower price scale the State Fair Musicals can not possibly show the same startling dollar figures for a fortnight but can produce figures that are still arresting. The whole 1955 season grossed just



Theatre-in-the-round . . . Margo Jones' Theater '56



"Gay and Colorful . . . Dallas' "Million-Dollar Midway" at Fair Park



Summer sailing, picnicing, and fishing . . .
Dallas' White Rock Lake

Little Broadway . . . Dallas' State Fair Musicals
at Fair Park



Headline Talent . . . Dallas' exclusive supper club

under \$600,000 or, if you don't believe it, \$591,301 according to the auditor's report. "South Pacific," this time a local and not an imported production, grossed \$140,000 for the house record. "Call Me Madam" once took \$112,000 and at a still lower scale of prices. "The Teahouse of the August Moon," was a \$126,000 gross last season. "Carousel" has \$101,000 to its credit.

As a matter of fact, these figures are slightly sensational. Grosses of \$75,000 to \$85,000 for a two-week run of any Musicals' production are high and profitable.

Through these developments Dallas, at the Auditorium, is in a preferred position in the theatrical business system of the country. Several attractions like "Porgy and Bess" and "No Time for Sergeants" (1956) were built and launched here. Others have been started on the West Coast, then brought to Dallas, next sent to Chicago and St. Louis.

All this means is that Dallas is seeing a type of big attraction that can, in the economics of the theater, play in only New York or five or six other cities. No other locality of the Southwest is so desired by the theatrical managements.

In Margo Jones Theater '56, opened as Theater '47, Dallas has the unique playwrights theater of several continents. Its recognition for work done far exceeds its small capacity of 198 spectators and the revenues it possibly could earn. But here is a solvent professional theater, devoted largely to the brand-new script, some of which have gone on to destiny. Notable among these are Tennessee Williams' "Summer and Smoke" and Lawrence and Lee's "Inherit the Wind."

The most grand opera that can be heard in the Southwest is from the Metropolitan seasons of May in Dallas. There are four performances here that usually average \$100,000 in revenues taken. This

factor, plus an underwriting of \$250,000, is responsible for the Metropolitan company's Southwestern swing with one or two appearances elsewhere. Dallas audiences have first choice of repertoire.

In prospect is the Dallas Theater Center, to be devoted to experimental theater in a building already designed by Frank Lloyd Wright, the architectural doyen.

Dallas leadership in the theatrical arts began with the cluster of buildings that made a city back in the 1870's. As long as there were opera houses, Dallas had one. It even did more. In the honkytonks of Griffin Street and later on Main street proper, it originated a brand of burlesque and black-face minstrelsy that must have been seminal as some of the most famous performers of later years confessed to starting their "art" in Dallas.

Grand opera, music festivals and symphony orchestras were always provided

Bronc Bustin' . . . Dallas' dude ranches and



Only one in Texas . . . Dallas' Cinerama

to the best of Dallas' ability. The odd thing is that the stream of civic cooperation flows through all endeavor from the earliest reported times, which would be about the date that Vol. I, No. 1 of The Dallas News was published in 1885.

There appeared to be a determination on the part of the business interests and civic leaders to make Dallas a center of cultural expression. There never were individual angels, as in older civilizations of the Eastern seaboard. It was always the Tom, Dick and Harry of Main street getting together and guaranteeing something good and beneficial for Dallas.

If you examine the institutions of today you will see that every last one is legally civic-non-profit, meaning a corporation operating in the interests of Dallas with no cash or other values going to any individual. This is the pattern of civic culture-building in the 1950's now widely adopted. Dallas has had it from the time it could call itself a fork in the road.

To a Convention Looking For a Place to Happen

So much has happened lately at Hotel Adolphus that you may've missed some of it. For instance:

The Regency Room

Photo, right. This new room adjoins the west end of the Grand Ballroom, has 6,510 square feet of floor space, seats 825 at a banquet, 1,100 at a meeting. You can use it with, or without, the Grand Ballroom — it has separate food service and separate entrance.

Redecorated Grand Ballroom

Besides a fresh decorative theme (*Photo, right*) the Grand Ballroom now has 900 more square feet of floor space than formerly.

Connecting Garage

Photo, below. Parks 600 cars. You just drive right in the hotel from either Commerce or Field, and take an arcade straight to the main lobby, or to The Regency Room.

For a complete briefing on what a good place The Adolphus is for *your* next convention, sales meeting, luncheon or dinner, call our *Sales Department*, PR-6411.



HOTEL
ADOLPHUS
DALLAS, TEXAS
Randall Davis, Managing Director

COMPLETELY AIR CONDITIONED



DALLAS

IN planning a convention site, large national conventions with several thousand delegates naturally choose a city that is best able to provide them with the most space in hotel accommodations and meeting facilities. That's one reason why each year more and more big national conventions are choosing Dallas. Dallas has the space.

In the past 15 years, Dallas is one of six cities in the nation that has experienced the greatest amount of new hotel construction...making it the third largest convention city in the United States. Quite a record for a city who is just celebrating its 100th birthday this year.

Dallas' stature as a convention center is reflected in the July, 1955 issue of "World Convention Dates," authoritative publication which semi-annually publishes a complete list of all district, state, regional, national and international conventions which have been definitely scheduled for future dates.

In this issue, only New York and Chicago, among all American cities, had more conventions scheduled than Dallas. The number of meetings scheduled at Dallas exceeded the totals for such recognized convention centers as Atlantic City, Los Angeles and San Francisco.

Right now Dallas can offer a maximum of 8,495 air conditioned hotel rooms. Over 4,000 of these hotel rooms are located in the downtown area including five major convention hotels with 3900 rooms situated in the heart of downtown and within walking distance of the new Memorial Auditorium.

Air conditioning makes Dallas one of the most desirable convention cities in the nation, summer and winter. All its hotels, exhibit buildings, and commercial establishments are completely air conditioned. In 1950, Dallas had 1,761 commercial installations generating 59,266 tons of air con-

ditioning. In 1955, Dallas had 4,016 commercial installations generating 119,190 tons of air conditioning. Dallas is one of the most completely air conditioned cities in the nation. That means year-round comfort for Dallas convention visitors.

The newest addition to Dallas' hotel facilities will be the 600-room, 28-story Sheraton-Dallas hotel, now under construction, which will be a part of the \$25,000,000 Southland Center on the block bounded by Live Oak, Pearl, Bryan and Olive. The hotel will occupy 175,000 square feet of space on the second and third floors through the entire 1-block center area, as well as the 28-story building tower facing on Live Oak.

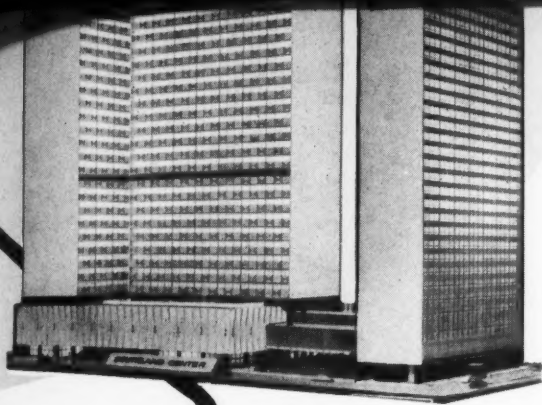
All the second floor will be used for lobby and function facilities. A 10,500 square foot ballroom on this floor will be the largest in Texas. An exclusive supper club is also planned. The hotel's restaurant facilities will overlook a landscaped park area.

Ground-breaking ceremonies for the hotel and center were held December 31 with completion scheduled for 1958.

The two oldest and most familiar downtown hotels are the Baker and the Adolphus.

The 1,250-room Adolphus, largest completely air conditioned hotel in the world, has just completed a vast expansion program. The exhibit hall has been enlarged to accommodate a seating capacity of 1,000 and the connecting ballroom has been increased to a seating capacity of 1,350. Also, a parking area for 800 cars has recently been completed.

Convention facilities at the Adolphus are numerous. There are 12 meeting rooms, excluding the exhibit hall and ballroom, with a total seating capacity of 1,715.



DALLAS HAS THE SPACE

The famed Baker is well known as an outstanding convention hotel. The 600-room hotel has been a stopping place for convention visitors for many years. Space is no problem here either. With 13 meeting rooms, including the Crystal Ballroom, there is a combined seating capacity of 1,960.

Close to Union Station is the Hotel Dallas, overlooking the beautiful Ferris Plaza. The Dallas has 450 rooms and four meeting rooms. The Terrace room and the Rose room when combined to make one big room have a total seating capacity of 700.

Dallas' luxurious, new Statler Hilton Hotel, located in the heart of downtown, opened its doors on January 19 of this year.

The Y-shaped, completely air-conditioned building adds 1,001 new rooms to Dallas and strengthens its claim to being the number one convention city of the South.

One of the most modern hotels in the world, the Statler Hilton has wonderful convention facilities. The convention rooms, designed for easy handling of large groups are all accessible from the lobby, five ballrooms, and five private dining rooms. Including the ballrooms, there is a combined seating capacity of the meeting rooms of 7,293.

There are fourteen dining rooms where top supper club entertainers appear, plus the grill and coffee house. There is also a special banquet kitchen, planned specifically for the dining rooms designed for convention clientele.

In the downtown area there are also eight other big hotels with a combined total of 1,300 rooms.

The residential area of Dallas boasts 17 hotels comprising over 1,000 rooms.

But Dallas isn't content to sit back on its laurels . . . right now plans are in the making for construction of even more hotels.

Developer W. W. Caruth, Jr. has plans to build a new luxury hotel adjoining the Glen Lakes Country Club on Central Expressway. The new two-story structure will cost about \$3,500,000 in all and will have 327 units. The grounds will contain a swimming pool, putting green, shuffleboards and other recreational equipment.

A 300-room luxury hotel is planned as part of the \$10,000,000 Bachman shopping development, due to start construction in July. Costing approximately \$2,000,000, the hotel can be enlarged later, either up or horizontally and can be extended to seven stories. A feature of the hotel will be a solarium swimming pool.

Also, a community auditorium, to seat approximately 200, will be available for business, community, conventions and social affairs.

Construction will soon begin in Exchange Park on a 1,000 room luxury hotel. The building will contain a total of 561,600 square feet of floor space. The first floor area of 46,000 square feet will be assigned to retail shops.

The hotel will face a large, completely landscaped court. Covering approximately 3 acres the court will contain a 6,000 square foot swimming pool and a lake. Adjacent to the hotel building and also facing the court will be a restaurant capable of seating 1,000 people.

There are now 30 members in the Dallas Hotel Association, over 27 of last year. These members, including some downtown hotels, are equipped to handle convention overflow.

That completes the hotel picture for this year. Next year may be an entirely different story. If Dallas' hotel construction boom continues at the rate it's been going for the last 15 years, who knows . . . Dallas might someday surpass New York City and Chicago to become the number one convention city in the nation.



D

Under
Express
the wo
conven
events

And
partly
see wh

Las
ings is
Each
Fig
comes

Qu
An
Th
has fi
surve

Ta
studi
deleg
resta

O
lar,
of th
wen
1.58
2.11

S
—
stre

F
fits,
of

C
Bl
all

the
pa

D
to
be
th

D

DALLAS—Here We Come!

by Jim Stephenson

THROUGH Love Field . . . through the Triple Underpass . . . through Union Terminal . . . down Central Expressway. Yes, through every doorway to Dallas pass the world's finest people — delegates to the hundreds of conventions, sales meetings and co-operative marketing events held annually in hospitable Big D.

And this pleasant stream of prosperous visitors, out partly for fun but on the ball and impressed by what they see when they get down to business, is steadily on the rise.

Last year, 322,740 visitors attended 1,980 such gatherings in Dallas. The meetings averaged three days in length. Each badge-wearer spent about \$18 a day.

Figure it out. If your arithmetic jibes with ours, it comes to \$17,427,960.

Quite a business, these conventions!

And who gets this business?

The International Association of Convention Bureaus has figured it out, after an exhaustive delegate-by-delegate survey of 423 conclaves.

Taking an average of expenditures at all conventions studied, the association found that 25.41 per cent of each delegate dollar went for hotel room rent, and that hotel restaurants got a 13.74 per cent bite.

Other restaurants took a 13.42 per cent slice of the dollar, and 6.67 per cent was spent on beverages. The share of the retail stores was 19.95 per cent, and 3.24 per cent went for local transportation. Other percentages: Theaters, 1.58; sightseeing, 1.06; night clubs, etc., 6.36; car-gas-oil, 2.11, and other items, 6.45.

So, the Dallas convention dollar goes 'round and 'round — but it stays in Dallas! And the local economy is strengthened thereby.

Either directly or indirectly, every Dallas citizen benefits, Z. E. Black, manager of the Convention Department of the Dallas Chamber of Commerce, pointed out.

Conventions add up to employment for Dallas folk, Mr. Black noted, since delegates buy services and goods of all kinds.

And whether it's a 5c postcard or a \$5,000 mink coat, the Dallas merchant profits — and a part of the profit is passed on to workers in the form of wages and salaries.

"Most of every convention dollar is spent in Downtown Dallas," Mr. Black added, "and this helps bolster downtown values. This is a good thing for the average citizen because downtown property shoulders a large share of the tax load."

But Mr. Black emphasized that free spending by dele-

gates is not the only benefit the city derives from conventions.

"Many a firm or industry has located in Dallas," he said, "because an official of the company saw Dallas while on a convention and realized that here was a locale offering opportunity for bigger and sounder operations. Gains of this sort are almost incalculable.

"And countless other conventioners have gone home with favorable impressions of Dallas that rival paid advertising in effectiveness.

"Dallas datelines appear in the press throughout the nation when a convention comes to town.

"And ahead of a convention — sometimes for several months in a row — publications all over the country will carry stories and pictures about Dallas, where the convention's to be."

This priceless publicity is snowballing, now that Dallas has the facilities to accommodate a generous share of national and international conventions — the type that usually run for five days, like the American Chemical Society's this year. Total registration for that one was around 4,800. At an average expenditure of \$18 a day per delegate, it brought a business-stimulating \$432,000 to Dallas.

Some 15,000 delegates are expected for the VFW convention coming up in August. That'll be the city's first million-dollar meeting.

Conventions scheduled in Dallas this year are expected to exceed 1955's by at least 20 per cent, both in number of meetings and total delegates.

Sales meetings, as usual, will be an important part of the over-all picture. More than 18,000,000 persons, with a yearly income of more than \$17,000,000,000, reside in a region that has Dallas as its business hub.

And the co-operative marketing periods, most of them lasting around five days, almost fill the city's hotels. Beginning with 1957, the Southwest Furniture Market will hold both February and July markets annually. Women's and children's apparel, men's apparel, shoe show and the gift shows are other chief events.

Mr. Black's convention figures ignore visitors to the State Fair of Texas, to the Metropolitan Opera, the State Fair Musicals, football games and the like — they're another story.

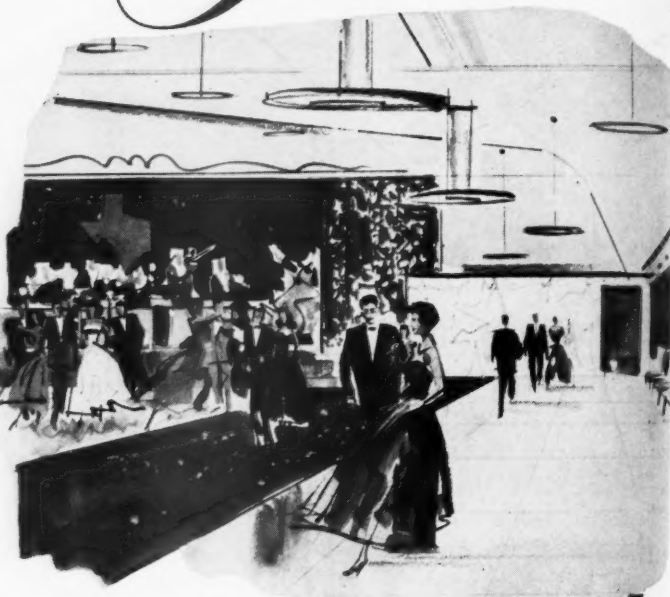
The convention story stands firmly on its own — a story so big and important that Dallas now ranks third after New York and Chicago in number of conventions scheduled ahead, having passed up such places as Atlantic City, Los Angeles and San Francisco.

IN DALLAS

NOW

THE Statler Hilton

Located in the heart of downtown Dallas, the new Statler Hilton has been designed with just one thought in mind — the comfort of its guests. The 21-floor, Y-shaped building is completely air conditioned from the smart lobby to deluxe Skyline Suites. Quiet, luxurious comfort keynotes 1,001 handsomely furnished guest rooms — and each looks out across a brilliant panorama of Dallas through broad picture windows. Fourteen dining rooms provide every type of food from a quick snack to the most exotic cuisine. There is the fine Empire Room, with America's top supper club entertainers, the Embassy Ballroom and the Grand Ballroom, largest in the South. Out past the lobby the serene picture pool and flashing modern sculpture grace the patio. In a word, every feature of The Statler Hilton is planned to cater to your comfort at this great new hotel where hospitality is a treasured and gracious art.



The glamorous Grand Ballroom — the South's largest.



Specially designed to handle large groups smoothly, and backed by a world-famous reputation for hospitality, fine cuisine and wonderful service, The Statler Hilton will be one of the nation's outstanding sites for group gatherings and conventions.

Statler Hilton
AROUND THE WORLD
Conrad N. Hilton, President

Dallas is leading
the nation in

Auto Air Conditioning



ASSEMBLING COMPONENTS for the Mark IV Dash Model at the John E. Mitchell Company plant.

AUTOMOTIVE air conditioning — one of the nation's fastest growing industries — is fast becoming another important element in Dallas' expanding industrial diversification. The Dallas-Fort Worth Area is today the nation's most important center for independent manufacturers of automotive air conditioning — and this industry of the future is creating new payrolls in some of Dallas' oldest established manufacturing plants as well as relatively new industrial organizations pioneering in this field.

A recent survey showed that 176,904 automotive air conditioning units were produced in 1955 and that 55,000 of these were manufactured by non-factory independents. Informed leaders in the industry estimate that 2 million units will be produced by 1961. In spite of the growing number of cars being equipped with air conditioning by major automobile manufacturers, the independents look for-

ward to a growing demand because their units can be transferred from one car to another.

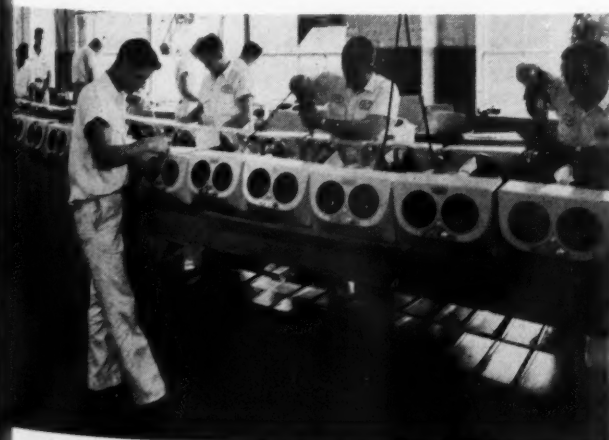
Today, Dallas is pioneering in many phases of automotive air conditioning that hold much significance for the future. Chance-Vought Aircraft is using air conditioning in the cabs of their over-the-road trucks to save time and money and insure greater cargo safety in long hauls from their plant to military installations. The Morton Foods Company has put new morale into its sales organization by equipping company cars with air conditioning and set new records of efficiency and economy in its cargo fleet by equipping its truck cabs with air conditioning.

Three of the largest independent automotive air conditioning manufacturers in the nation are located in the Dallas-Fort Worth Area. The John E. Mitchell Company of Dallas, a firm that pioneered a new type of cotton extractor cleaner in

1910, today is manufacturing automotive air conditioners in their Mark IV Division. Previously the firm had manufactured and assembled Mark IV Units on a contract basis. In the fall of 1955, the John E. Mitchell Company bought the Mark IV patent and manufacturing rights and set up a national marketing and distributing organization.

Since then the firm has introduced new engineering refinements and a new Robitrol Valve in their Mark IV Line of trunk model and dash model automobile air conditioners. According to John E. Mitchell Jr., this gives the firm new diversification in its products and wider use for its machine tools, engineering research and industrial know-how. The John E. Mitchell Company has 450 employees and its manufacturing operations are spread out over eleven buildings. It now has coast-to-coast distribution on the Mark IV Automobile Air Conditioner.

(Continued on Page 75)



A SECTION of the Frigikar production line in their Dallas Plant at 1602 Cochran Street.

INSTALLING TRUNK UNITS in ARA Service Center at 2411 Bryan Street.



HOW CONVENIENT CAN BANKING GET?



We sincerely believe you'll agree that upon the completion of our new Auto Bank this fall, Texas Bank has provided a new concept in simplicity and convenience...in banking.

Imagine, for instance, handling all routine banking matters within a matter of seconds... driving within a few feet of your safe deposit box... making deposits to saving and checking accounts... cashing checks... without leaving your car. If you have business in the Trust Department... simply *drive* to it! There's no need to dress up. Bring the children with you. Enjoy the comfort and convenience of the informal and friendly Texas Bank Auto Bank.

..... On Money Matters — Your

Silent Partner



TEXAS BANK & TRUST CO. of DALLAS

MAIN and LAMAR

Member of Federal Deposit Insurance Corporation

Metropolitan Dallas From a Bus Window

Businessmen See Bigness of Big "D"

by Steve Landregan

A pair of big yellow busses have been scooting around Dallas County lately loaded with rubbernecking businessmen taking a friendly look at their neighboring communities.

Residents of all parts of the county... from Farmers Branch to Mesquite... have noticed the loaded busses with banners identifying the Metropolitan Dallas Know Your Neighbors Tours.

The tours were the brainchild of Chamber President W. W. Overton, Jr., who chose them as the best way to show businessmen and Chamber of Commerce officials from all parts of metropolitan Dallas, just what was happening in their neighboring communities.

All the planning and routings for the trips was done by the thirteen outlying Chambers of Commerce in metropolitan Dallas... with each one responsible for outlining its own problems and achievements.

The Chambers taking part in the tours included North Dallas, South and East Dallas, White Rock, Oak Cliff, Garland, Mesquite, Seagoville, Lancaster, Grand Prairie, Irving, Farmers Branch and Carrollton.

The first tour was made over the Southeast segment of Dallas County and covered parts of Dallas, Seagoville, Rylie and Mesquite.

On tour number two the wandering businessmen took a swing through North Dallas, stopping to view the construction of the Love Field Terminal, then drove out the relocated Lemmon Avenue and through the city's northern residential areas. The second trip also included a look at Addison, Carrollton and Farmers Branch and a visit to Irving.

Tour number three covered Oak Cliff, Grand Prairie and Lancaster.

On the final trip the group switched to three air conditioned highway busses for a swing around the Northeast portion of the county. First the businessmen visited Richardson, then after a short jaunt through Garland's industrial areas the busses headed for Wylie and a look at Lake Lavon. Following the Lavon trip the tour returned to Garland and wound up with a trip through the White Rock area.

The success of the tours is attested by the fact that nearly 100 persons turned out for each trip, and one thing is certain... those who made the trips know a great deal more about their neighbors now than they did before.

The tours gave each community a chance to bring home to the businessmen of their sister cities the problems and achievements of their town. The net result is that all concerned have a better idea of the "big picture"... and better realize that their problems are not theirs alone but are shared by all the other towns and cities in metropolitan Dallas.

This metropolis of ours is a pretty impressive phenomenon. It is the largest city in the nation not on a navigable waterway... that alone is phenomenal in view of the fact that nearly all great cities grew up because of the proximity of water transportation.

The metropolitan area (which encompasses all of Dallas County) embraces 893 square miles... 57% of which lies within the corporate boundaries of 25 separate municipalities.

Of the 800,000 people who call themselves Dallasites... 98% are living with-

in the area's 25 cities and towns and only 2% live in unincorporated areas.

Five of the area's 25 municipalities have populations in excess of 25,000. They are Irving, Grand Prairie, University Park, Garland and Dallas. The City of Dallas is unofficially ranked as the 23rd largest city in the nation with predictions made that it will be 17th by 1965.

The University of Texas Bureau of Business Research forecasts that the metropolitan area will have a population of 928,000 by 1960; 1,336,300 by 1975; and 2,450,000 by the year 2,000.

Such growth is not unusual for Dallas... it has been going on for a long time not only population wise but in every way.

For example the 698 manufacturing plants in metropolitan Dallas in 1940 have increased to 1,765 today and 1940's 26,000 manufacturing employees have grown to 81,000 today. The factory payroll for 1940 was \$39,000,000... in 1955 it to-

Dallas has been building too... as anyone who made the Know Your Neighbors Tour will tell you. There has been an average of more than \$150,000,000 worth of new construction in Dallas every year for the past 10 years and since 1940 Dallas has put roofs over more than 400 acres of ground to provide new factories... and over more than 550 acres to provide new stores, warehouses and other commercial establishments.

So it goes in every field... growth... growth and more growth.

By working as a unit... metropolitan Dallas can and will change any problem from a stumbling block into a stepping stone... A stepping stone on the path to greatness.





SERVICING THE CONVENTION

THE proper cooperation and servicing of a convention, once it is secured, has a strong bearing on how soon it will return to Dallas. Information on Dallas in the form of prepared stories, accompanied by glossy prints of the city, are supplied by the Chamber of Commerce for use in publications reaching the delegates of a specific convention. In some instances pamphlets are supplied for use in promoting convention attendance.

Close contact with the executive secretary or local committees of a convention is made by the Convention Department of the Chamber and advice and information is given with regard to hotel rooms and rates, meal functions, meeting rooms and exhibit space in either hotels or auditoriums, transportation about the city, including chartered buses for sight-seeing trips, publicity, various types of speakers available, ladies' entertainment, post-convention tours and a multitude of other details. One query frequently answered in the case of national conventions is what weight clothing would be suitable here on a respective date.

In cooperation with the Dallas Hotel Association, a Housing Bureau has been established and housing arrangements for practically all the 4,800 delegates at the recent American Chemical Society convention were made before the delegates arrived. The Bureau is now busy on similar arrangements for the housing of the huge Veterans of Foreign Wars convention here in August.

When the convention is ready to get under way assistance is given when desired with registration of the delegates. A large corps of part-time typists, experienced in convention registration, is available and the Department receives many compliments upon their efficiency. The Chamber also has typewriters for convention use. General "trouble-shooting," such as when a typewriter "acts up" or when the convention runs short of badges or other supplies, is another function of the Department. Nothing is overlooked by the Convention Department that would help to make the stay in Dallas of each delegate one always to be remembered with pleasure.



Preferred in Dallas . . .

the **BAKER** hotel

In the heart of cosmopolitan Dallas, with convenient drive-in motor lobby and elevators direct to guest rooms.

- 800 attractive guest rooms and baths, each with television or radio
- Exceptional convention facilities . . . 11 meeting rooms on one floor, large exhibit space
- Quick, courteous service and excellent food

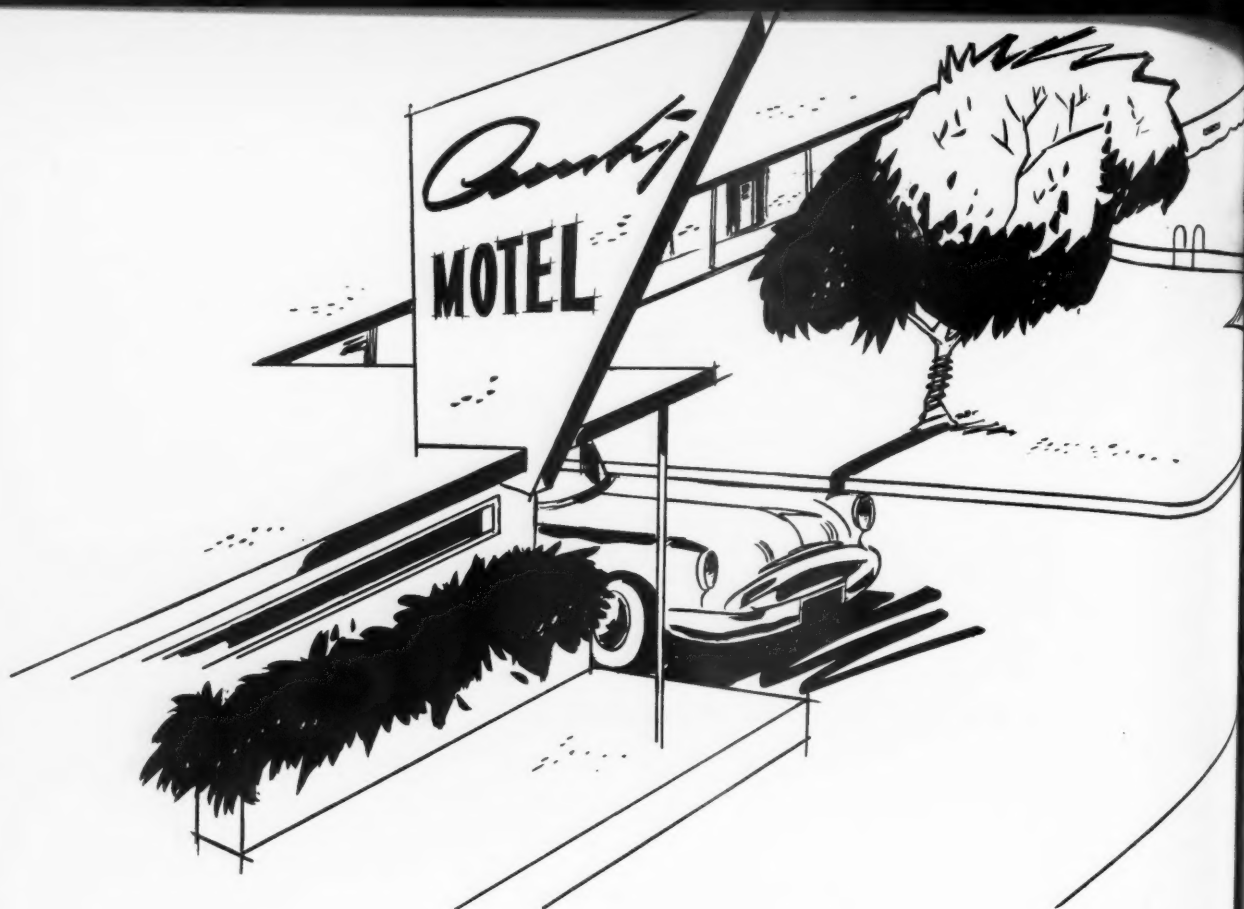
All of Dallas' many smart shops, theatres and points of interest are only a few minutes or a few steps away.

*Completely
Air Conditioned*

Fenton J. Baker,
General Manager

AN AFFILIATED NATIONAL HOTEL

DALLAS • JUNE, 1956



by Nancy Rynders

LIKE mushrooms, luxury motor courts are springing up all over Dallas and the rest of the nation. As Dallas grows, the motel industry is growing right along with it to meet the increasing demands of highway travelers. Dallas, being the third largest convention city in the nation, needs the added facilities these motels furnish for the thousands of convention visitors that converge on Dallas every year.

The motel business is a thriving business. Almost overnight motels have dotted our highways. According to Conrad Hilton, president of the Hilton hotel chain, "Motels have come to stay. They will grow and grow. Designed to fill a positive need, they may be the hotels of the future. They will develop in character of service, become better and better, and in many ways complete the cycle from country inn back to country inn."

A century ago, the only inns were located on post roads. Then, with the coming of the railroads, hotels became prominent and were usually established at rail terminal points.

In the early twenties, automobiles became more numerous and good roads were built to accommodate heavier high-

way travel. It was at this time that the first tourist courts began to appear along American highways. Their early facilities were not much more than a cluster of rough cabins set up beside the highway, often merely converted chicken houses. They had few conveniences and accommodations.

L. Verburg, owner of Brown's Court in Fredericksburg, Virginia, is credited with building the nation's first auto court, in 1926. The auto court still exists, but only as a museum piece.

At the beginning of World War II, there were still comparatively few motels in existence. In 1941, only 10,000 motel operations served tourists across the country . . . and few of these were in the luxury classification.

In 1948, there were 25,919 motels; by 1951, this number had almost doubled to 43,356; and in 1953 the total was 50,576.


Since 1953 motels have grown at an even faster rate. Time magazine recently mentioned that motels are being built at the current rate of 100 a week. A conservative guess would be that there are about 60,000 motels in the United States today.

A recent questionnaire answered by

842 motel operators representing 45 states reveals some interesting facts about the motel industry. 42.87% of the motels have some units with kitchenettes; 47.66% have television; 21.14% have restaurants; 11.52% have filling stations on the premises; 7.72% have gift shops in conjunction with the motel; 38.12% of the motels are located in town or city; 42.04% are located on the edge of town or city; 19.84% are located outside the city limits; 17.47% of the motels are 10 or more years old; 25.65% are between five and 10 years old; 28.38% are from three to five years old; and 28.50% are two years old or newer.

The reason for the tremendous growth of the motel industry is simple . . . they are the offspring of motor travel. The rapid expansion of luxury motor courts proves that America is a nation on wheels and motels meet the basic demands of highway travelers who bypass city and country hotels.

There is no better word than luxurious to describe most of today's motels. They are luxury courts in every respect. Now when a highway traveler stops at a motel overnight, he generally finds swank, modernistic, air-conditioned courts clustered



**In Dallas and the rest of the nation
luxury motor courts are being built
at a speed faster than jets...**

LUXURIOUS IS THE WORD

on a beautifully landscaped site. Swimming pools, glamorous patios with lounge chairs and umbrella tables, excellent restaurants, coffee shops, shopping centers and perhaps a night club are standard equipment in the more elaborate motels.

Where in the early days of the industry a motel operator could build a clapboard cabin for approximately \$100, furnished with second-hand beds and chairs, he now spends from \$5,000 to \$7,000 per unit, which includes \$600 to \$1,000 per unit for furnishings. The rooms are tastefully decorated with an eye to color and design and elegantly furnished with modern furniture. Additional features include everything from soft background music to television.

Aside from the luxuries they provide, motels are popular from another standpoint. Tourists, salesmen, and convention visitors who travel by car want a place to rest away from the pressure of downtown traffic, the worry of parking their cars, and the problem of handling luggage through crowded hotel lobbies. The motel is the answer.

Right now luxury courts are being built at a speed faster than jets. Excluding the nation's major resort centers, Dallas is one of the top cities in motor court construction. On Dallas' Central Expressway and other strategic points of its highway system, new luxury motels are being built and more are in the planning stage.

New motels that have opened in Dallas within the last year include the Lido

Hotel Courts, which opened last October with 98 modern residential style rooms and 14 cabanas facing directly onto the pool. The waterfall-style pool facilities include a large swimming pool and a separate wading pool for children. The restaurant accommodates more than 200 patrons. The Lido is located on highways 67 and 80.

A water sports show recently launched the opening of Oaks Manor, a new \$1,000,000 resort-type motor hotel at 7015 South Central Expressway. A two-story brick and wrought iron building of modified French Colonial design, the Oaks Manor has 66 rooms and 10 private cottages. The New Orleans style motel, set amidst many oak trees, also has a swimming pool, dining room and coffee shop.

Hinton's Motor Lodge on highway 183, adjacent to the new Howard Johnson Restaurant, opened in April. It has 32 rooms, a swimming pool and a heli-port.

The Dallas Park Motel on highway 80 and 67 opened in February. With the architectural design of a Swiss Chalet, this motel has 20 rooms and also has a swimming pool.

Construction is expected to start within the next three months on a new luxury-type Holiday Inn Hotel on Lemmon Avenue and Lovers Lane. The accommodations of the new 64-unit hotel will include two and three bedroom suites, as well as both single and double hotel rooms. A glass-enclosed and glass roofed restaurant overlooking the hotel's swimming pool will provide hotel guests and other diners

with views of both nearby Love Field and downtown Dallas.

It would be impossible to list all the many other luxury-type motels in Dallas, built previous to this year. Some fine examples include the Town House, a place of quiet Southern dignity and charm. One of Dallas' largest motor courts is the Tower Motel Courts. This court has 180 rooms, a night club, a drug store, and a restaurant.

Over \$50,000 was spent this year in remodeling the Holiday Lodge located on 5715 South Beckley. The motel has 75 rooms with television and radio, some with kitchenettes, a swimming pool and coffee shop.

Then, there is the Dallasite Motor Hotel and Parkway Motor Hotel, both built just last year. The El Sombrero Motor Courts and Motel Highland on Harry Hines Boulevard are only eight minutes from downtown Dallas. The Westerner Tourist Court, located on highway 67 and 77 South, has a swimming pool and restaurant approved by Duncan Hines.

The Dallas Motor Court Association boasts 130 motor courts in Dallas with approximately 2,500 rooms available. These added facilities are a necessity when major conventions tax Dallas' downtown hotel accommodations.

Yes, motels are big business. And as long as Dallas continues to grow and more and more big conventions continue to come here, the motel industry will continue to expand with the city and its people.



Southwestern Center

Furniture Mart Planned for Dallas

TRAMMELL CROW'S Southwest Homefurnishings Mart will make Dallas the center of the homefurnishings industry for the entire Southwest. Completion for the \$6½ million display building at 2000 Stemmons Expressway is scheduled for the summer of 1957.

The construction of this magnificent market building will be a giant step forward for Dallas in furniture market prominence and leadership.

Of the Mart, H. T. Turman, president of the Dallas Retail Merchants Association, says: "For many years, Dallas has been growing as a great market center. Buyers like to come to Dallas to see wholesale lines displayed, and also to see how Dallas' up-to-date stores merchandise their goods. Our retail establishments like to welcome the out-of-town buyers as friends and as customers. Dallas enjoys being host, whether it is to a football crowd, convention, or a group of buyers. The new Southwest Homefurnish-

ings Mart will attract a high type clientele that any city would be privileged to have."

Evolution of Dallas as a major homefurnishings market center is typical of economic changes which have occurred in marketing and distribution during the past decade.

Chicago is, and will probably continue to be for many years, the number one furniture market in the nation. Although the attendance and volume of sales in the Chicago market increase each year, the rate of increase in the regional markets is even greater. This fact has forced the national furniture manufacturers to revalue their expenditures for display purposes in the last few years.

In the furniture industry, as in so many other industries, there is a trend toward decentralization, in manufacturing, in distribution, and in marketing. In order to meet the competition of smaller local manufacturers, it has become increasingly important for the national manu-

facturers of homefurnishings to display their products in the regional markets.

In Chicago the American Furniture Mart is full and overflowing. The footage devoted to homefurnishings in the Merchandise Mart increases yearly. Of the thousands of conventions and markets held in Chicago, none brings so many people to town as the semi-annual furniture markets.

In High Point the Southern Furniture Exposition Annex and the High Point Merchandise Mart have been added in the last five years. Plans are in the making to double the present display space.

In Seattle plans are crystallizing to provide furniture dealers in the Pacific Northwest with a permanent market building.

In Los Angeles on the same date that the Southwest Homefurnishings Mart was announced in Dallas, ground-breaking was announced on a \$7 million multi-story Los Angeles Furniture Mart.

The regional market buildings, such as

(Continued on Page 40)

"to reach an executive audience..."

Advertising creators & producers

DOWDELL • MERRILL, INC.

2908 TAYLOR STREET • TELEPHONE 4125 • DALLAS 26, TEXAS

June 4, 1956

Mr. Tom McHale,
Advertising Manager
Dallas Magazine
Dallas, Texas

Dear Mr. McHale:

In reply to your recent inquiry regarding our advertising in Dallas Magazine, I want to take this opportunity to tell you how pleased we are with the overall results of our ad campaign for the past twelve months.

Since we began advertising in your publication, our records show we have added 56 customers to our list of accounts. Most of these are direct results of our ads, while others knew of us but were only recently prompted to contact us. Incidentally, the largest percentage of inquiries concerning our ads came directly from the top management group, presidents, vice-presidents, etc.

You might also be interested to know we have noticed successive increases in our business activity as we progressed from black and white to two-color and then four-color ads, from quarter-page, half-page and full-page ads to center spreads.

Based on our own success, we wholeheartedly recommend placing ads in Dallas Magazine to those of our clients wishing to reach an executive audience. I'm happy to say none of our accounts have been disappointed in following this suggestion. On the contrary, most of them feel as we do, that Dallas Magazine accomplishes the job reasonably, as well as effectively.

I have wanted to advise you of these facts concerning our advertising in Dallas Magazine for quite a while and was glad to be reminded of it by your recent inquiry.

Thanks very much for your interest. With best wishes, I am,

Very truly yours

Joe F. Merrill
Joe F. Merrill

JEM:sgf

ART
LAYOUT
DESIGN
PACKAGING
EXHIBITS
PHOTOGRAPHY
LITHOGRAPHY
DIE CUTTING
BINDERY
MAILING

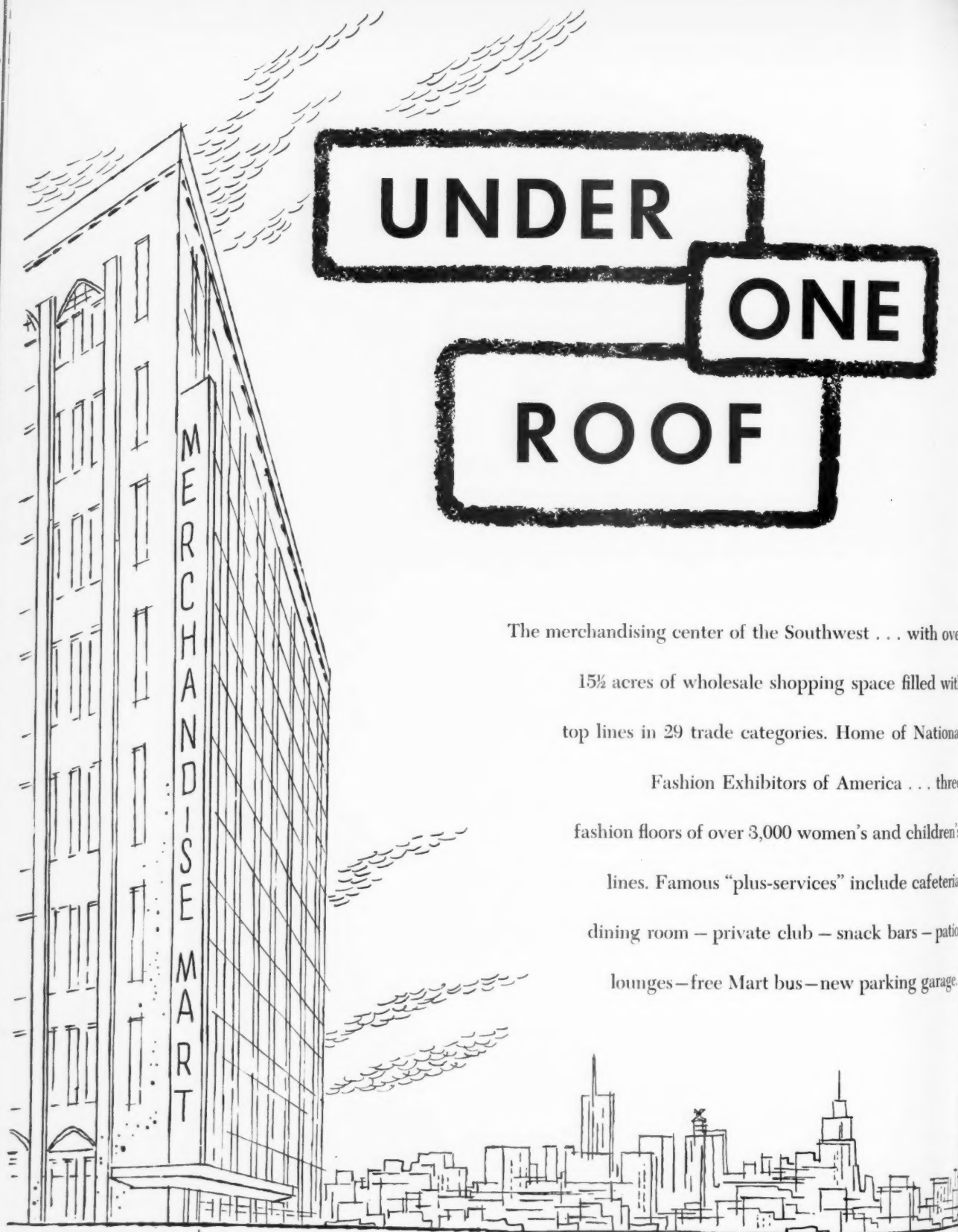
PRESIDENT

advertise in Dallas

Read every month by top executives who make the Buying Decisions in Dallas Business. More and more astute advertisers and agencies are placing copy in the Nation's Top Chamber of Commerce Magazine because it produces Results. For rates and information — Call Tom McHale — Advertising Manager.

call

PR-8451



UNDER

ONE

ROOF

The merchandising center of the Southwest . . . with over

15½ acres of wholesale shopping space filled with

top lines in 29 trade categories. Home of National

Fashion Exhibitors of America . . . three

fashion floors of over 3,000 women's and children's

lines. Famous "plus-services" include cafeteria

dining room — private club — snack bars — patio

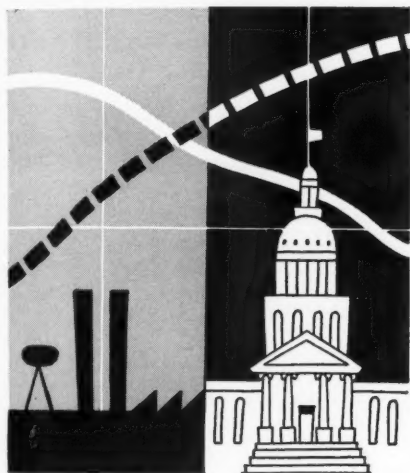
lounges — free Mart bus — new parking garage.

RIDE THE FREE MART BUS

Dallas *Merchandise Mart*

YOUNG at ERVAY

politics IS A BUSINESS PROBLEM



BUSINESS makes politics.

Over the past half century its output in this field has increased along with the output of economic goods.

There is one spectacular difference:

Business provides service for its economic goods. Otherwise life in this country would be physically hazardous and uncertain.

But when business creates a political issue, it most often leaves the servicing to others. This omission, continued long enough, can make life in this country politically hazardous and uncertain.

The maker who shows persistent disinterest in a product he has created cannot blame the customer for hiring the tinkerer who proclaims most loudly that he can fix it.

In the coming election the customers will be selecting people to handle such products as farm relief, foreign aid, expenditure control, labor-management relations, and social security.

In one way or another business made all these issues. It made many of them unintentionally simply by producing a standard of living which permitted people to move about, to want more things, to apply new skills, to expect and demand security.

Such a world requires new highways, new schools, new policies. Safety will be a first consideration in building the highways and schools.

The need for safety is equally urgent in the making of policies.

This need will be met if businessmen will forget their isolation and help choose those who make the policies as they choose those who build the roads.

This will require them to be active in politics.

It will require more than donations to favored parties or candidates, more than the passing of resolutions urging lower taxes or keeping the government out of business. It will mean the same kind of study of wage regulation, price laws, antitrust legislation, workmen's compensation that business gives to any other product that it attempts to perfect. It will mean that businessmen must study candidates and platforms as earnestly as they study sales quotas, plans for new products or market analyses.



































Finally, when sound judgments have been reached, it will mean the same convincing salesmanship for new political ideas that goes into the introduction of any new product.

Such an effort to win public support for sound ideas will not be the step that puts businessmen in politics.

Businessmen are already changing society—and who changes society is in politics whether he admits it or not. Those who change society produce issues.

And issues, like any other product, must be serviced if the customer is to be satisfied.

THE WANDERING QUESTIONNAIRE

This is a story about a Chamber of Commerce  its members  and a questionnaire.  Once upon a time the Chamber of Commerce  sent its members  a questionnaire  asking for information about their businesses. Some of the members  sat right down and filled in  the questionnaire. Some put it aside in a pigeon hole  and still others dropped it into the wastebasket.  When most of the questionnaires were returned to the Chamber of Commerce  the Research Department was very happy  but when many weren't returned  the Research Department was very sad.  The reason, you see, is that the information sought by the questionnaires  is needed to electronically compile  the KEY TO DALLAS  the buyers guide and membership roster which is given free *free* to all members of the Chamber,  and distributed among 15,000 buyers  throughout the Southwest  who are potential customers  of Chamber members.  What's more, the information on the questionnaire  is needed to keep the Chamber's Univac record system  up to date. So if you're one of the Chamber members  who put the questionnaire in a pigeon hole  please get it out and fill it in.  Or, if you lost the questionnaire please telephone  the Research Dept. at PR-8451 and one will be mailed  to you right away. When all the questionnaires  have been returned, the Chamber will be happy  and the Research Department will be happy.  And when your listing appears in the new KEY TO DALLAS  and buyers flock to your door  then you'll be happy too.

P. S. Only Chamber members  will be listed in the KEY TO DALLAS 

CITY HALL REPORT:

Dallas' assets are many, but certainly one of the greatest is clean, efficient, businesslike city government.

This asset — good management of the vast and complex business which is the City of Dallas is one of the most effective tools the Chamber of Commerce uses in bringing new jobs and payrolls to the city.

Perhaps the biggest single factor responsible for a city hall which gives the taxpayers his money's worth is the willingness of business and professional men to take an active role in city affairs.

Dallas is not a one-man town, where the whims of one individual, be they good or bad, become the official policy of the city. Dallas is a partnership. It is a partnership between all the citizens — factory workers, clerks, bricklayers, bankers, attorneys, housewives — and the officials they elect as the Board of Directors for the big business which is known as the City of Dallas.

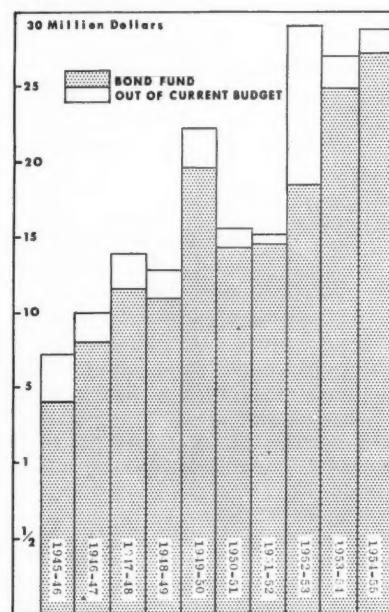
It is a full and profitable partnership wherein each party is willing and able to contribute to the growth and well being of Dallas. It is a partnership which breeds leadership.

Dallas is a big business in a highly competitive field... its chief product is progress and its ranking among competitors is dependent upon its efficient administration. Dallas is one of the leaders in the field and the reason is obvious... in Dallas' city government the byword is PARTNERSHIP, NOT PARTISANSHIP.

This new monthly feature of DALLAS will try to apprise its readers of the most

important activities of the city administration. Some months it will take the form of a study of a particular municipal operation or problem... at other times it will be a series of briefs on the top events of the month at city hall. At all times its purpose will be to present a clear, unbiased picture of the problems and progress of a well run city government.

10 Year Capital Improvement Expenditures



In 10 years: \$167,596,077

It's a big business that pours an average of \$16,759,000 yearly into the economy of Dallas. That's the ten year average of the capital improvement expenditures of the City of Dallas.

"STOP AND GO" — SAFELY

Control of the ever increasing traffic in Dallas was greatly improved during 1955. Ninety-one different intersections were studied and have been equipped with traffic signals. Of these, fifty-six were new installations. Because of the street widening projects, it was necessary to replace nine intersection signals with modern installations adequate for present needs. Fourteen other intersections were modified by replacing out-dated signals with modern installations. In two cases signals were revised to provide left turn indications. In order to increase visibility, ten intersections were given additional signal faces. All of these improvements were handled without interrupting the flow of traffic, through the application of engineering know-how.

In determining the necessity for improving traffic signal installations, some basic factors were considered by the engineers. First was the need and priority for lights to protect pedestrians and lights to control vehicular traffic. Next was the type of installation needed at an intersection — based upon its isolation or nearness to other intersections. And a third consideration was the number of phases needed. For example, two phases — red and green for each street — or three or four phases if providing for left turns.

Dallas traffic engineers continue this study so that additional or improved installations will be made to keep Dallas traffic moving — safely.

In a city where there is one car or truck for every two people there is always interest in the problems of street and highway maintenance and construction. It's a big job to keep Dallas' 1,957 miles of roadways in good shape... a much bigger job than most citizens realize. But it's a job that must be done in order to keep the modern "city on wheels" rolling.

Resurfacing of downtown streets which will pave the way for the implementation of the one-way street plan this fall is already underway. The first activity was the repair of curbs and gutters on major business district streets. Grading and resurfacing will follow, with completion set for September 1. The two biggest undertakings will be the resurfacing of Main and Elm from Houston to Preston. Ervay will be repaved between Main and Marilla and St. Paul between Pacific and Commerce. Smaller repaving projects are scheduled for Market, Austin, Poydras, Lamar, Martin, Murphy, Akard and Harwood.

Bus company officials are coordinating with city officials in the downtown street program. Trolley bus lines must be moved, and curb adjustments made. Concrete curb stops will be installed at corners to prevent the rippling of asphalt by the heavy busses standing in the loading zones.

The traffic flow across Harwood on Young, Cadiz and Canton will be greatly eased with the completion of work now underway to remove the present dog-leg intersections at these corners. All three jogs will be smoothed out by the end of the summer.

In Oak Cliff, work is well underway on the removal of the old trolley wire poles from the center of Jefferson Avenue. Originally the project was between Seventh and Willomen but it was recently enlarged by extensions from Lancaster to Seventh and from Polk to Willomet. The overall program involves removal of light poles from the center of Jefferson and the installation of a medium strip prior to complete resurfacing.

The green light has been given by the State Highway Commission for the construction of a 6-lane divided roadway on Loop 12 (Buckner Boulevard) between Northwest Highway and Garland Road. All the necessary money is now available and the project will soon move into the engineering stage.

(Continued on Page 57)

Dallas

METROPOLITAN DALLAS

Dallas Floodway Funds Approved.

The House Appropriations Committee has approved spending \$2,600,000 to continue work on the Dallas floodway in fiscal 1957.

Army engineers estimate the project will be completed in June, 1958.

Among other Texas civil projects approved were: Ferrells Bridge dam — \$4,300,000, construction; Navarro Mills Reservoir — \$60,000, planning; Red River below Denison dam — \$500,000, construction; Texarkana Reservoir — \$1,226,000, construction.

★

\$2,921,000 New Construction

Authorized. The City of Grand Prairie authorized \$2,921,000 in new construction during May, with a total of \$12,000,000 expected before the year's end.

Biggest Grand Prairie builder was the Centex Corporation, which obtained permission to erect 212 new homes on South Belt Line Road at a total cost of \$2,200,-

000. It is expected that Centex will ask permits for 250 additional homes in September.

R. W. Baxter of Dallas has announced he will start in September on the first of 250 homes in the \$20,000 class in his International Estates addition in North Grand Prairie.

Work is scheduled to begin about August 1 in the Sharp Associates development of 1,200 homes and a 75-acre shopping center on South Belt Line Road.

★

Lancaster Bank Being Erected.

The new home of The First National Bank is being completed on the south side of Lancaster's 107-year-old town square. The modernistic structure is being erected on the site of the old Lancaster Hardware Store, landmark enterprise dating from pioneer days in the South Dallas County trade center.

★

Grand Prairie Annexes Airport Site.

The City of Grand Prairie has annexed The 278-acre Grand Prairie airport site which has been designated for industrial development.

Possession of the tract currently is being sought by the Texas National Guard as a military training field.

Trinity Industrial Area to Develop Addition. A 700-acre addition to the Trinity Industrial District is under development.

The new area will be almost one and one-half times the size of the already developed part of the district.

An installment comprising 2,400,000 square feet fronting on Irving Boulevard is set for immediate opening. This section lies between Hampton-Inwood Road and Sylvan, just north of Sylvan. Included will be 193 lots comprising 1,651,000 square feet. The remainder of the area will be utilized for streets, railroads and utilities.

★

Area Near Pleasant Grove Annexed.

Dallas has added another four square miles to its area.

The tract annexed is bounded generally by Elam Road, Murdock Road, Alexander Road and Edgeway Drive, south of Pleasant Grove. It includes Crawford and Elam-Samuell Parks.

The City Council also passed on second reading an ordinance to take in nine square miles extending north from Spring Valley Road to the Collin County line. The tract extends westward from Coit Road to the city limits of Addison and to Addison Road.

Jno. P. Bounds & Son ~ Decorators

Complete Convention Service

PORTABLE
STAGES
CURTAINS
PLATFORMS for
Sales Meetings
EXHIBIT
BOOTHS
SIGNS
FLAGS
SCENERY
FLOATS



Adjustable, portable stage and platform with merchandise in place, shown in upper illustration.

Below is shown an 8' x 20' booth set up with an array of furniture available to the exhibitor.

— A DALLAS INSTITUTION SINCE 1906 —

Metropolitan Dallas

Council Approves Water Projects.

Improvements in the Dallas water system have been approved by the City Council. The major projects include awarding a \$55,551.89 contract to Williams-Dunlap & Young for sanitary sewer mains in the West Dallas area, awarding a contract to H. H. Miller Construction Company for \$14,418.40 worth of water mains in various parts of the city, and a \$6,262 contract for a sanitary sewer in the alley north of Gaston from Annex to Grigsby.

Irving Permits Total \$799,726. Permits for new construction in Irving totaled \$799,726 during May, bringing to \$3,984,229 the city's building volume since January first. \$475,976 of the May permits was for new homes.

Biggest project started was a \$261,000 shopping center at the southeast corner of Grauwiler Road and North Nursery Road.

Streetcar Equipment to be Removed. Dallas Power & Light Company soon will begin removal of some equipment which supplied direct current to streetcars.

The electric company plans to remove

the Jackson Street sub-station equipment adjacent to its downtown office building, to remove some equipment at Sixth and Tyler, and to rearrange facilities at both Oak Cliff plants for automatic operation.

Civic Leaders Form Air Council.

Civic and industry leaders in Dallas, concerned with keeping the U. S. Air Force at top strength, have formed a Dallas Airpower Council with Eugene McElvaney as chairman.

Mr. McElvaney, senior vice-president of the First National Bank, was named by a committee of the newly reorganized Dallas Squadron of the Air Force Association, headed by Commander Paul Cain.

Committeemen serving with Commander Cain in the AFA organization in Dallas include Maj. Gen. Charles Born, Brig. Gen. Luther Smith, Brig. Gen. Harry Crutcher, Tom McHale, Rex Lentz, Al Harting and Jim Matkin.

Business Group Plans to Boost Jefferson Area. The Jefferson Area Association, new Oak Cliff business organization, has announced its objectives as continued growth and progress of the Jefferson Avenue area. Improved lighting, coop-

erative action on closing hours, seasonal promotions, and Christmas decorations are some of the accomplishments the organization could achieve.

Harold Bridges is association president. Marvin Sumner of Sumner's Ladies' Wear was named first vice-president; Ernest Seitzler, Fay's Jewelers, second vice-president; and W. B. Dougherty, Jr., of Dougherty Furniture Company, secretary-treasurer.

Construction Contracts Show Gain.

April contracts awarded for future construction in metropolitan Dallas amounted to \$22,433,000, or one per cent higher than April, 1955, according to Dodge Reports totals.

Council Approves Library Expansion.

A four-year expansion program, with \$300,000 to back it up, has been handed the Dallas Public Library by the City Council.

For the rest of this fiscal year, \$75,000 of the money will be added to the \$25,983 remaining unspent. The library will get the rest of the \$300,000 at the rate of \$75,000 a year.

"Welcome Visitor"!

Your Dallas cab drivers are responsible citizens with a stake in Dallas' future. And every single visitor to Dallas is important to that future. That's why you'll find them anxious to make a good impression — always prompt, courteous, and safety-conscious.

CITY TRANSPORTATION COMPANY



Yellow Cab Co.

Nichols Bros. Cabs

Oak Cliff Cab Co.

Park Cities Cab Co.

Dallas

MEDICINE

"Bone Bank" Established at St. Paul's. St. Paul's Hospital has established a bone bank, patterned after the idea of a blood bank.

Its purpose is to keep in deep freeze healthy bones, taken from patients during surgery, for future use in patients needing bony repair.

Unlike blood, bones are not grouped. Anyone's bone will suffice to help a patient needing a "borrowed" bone provided the bone is from a healthy individual and has passed a series of rigid tests which establish that it is free of any disease.

Medical School Due Grant. The major portion of a \$500,000 grant to the University of Texas from the William Buchanan Foundation in Texarkana will be used at the university's Southwestern Medical School in Dallas.

Some \$38,000 of this money will go for a continuing study at the medical school here of tuberculosis and related diseases for children. The rest will be allocated for training, postgraduate, teaching and scholarship programs and research in medicine, public health, sanitation, nursing and related fields.

Methodist Hospital Granted \$100,000. The North Texas Conference of the Methodist Church has approved unanimously a \$100,000 gift to Methodist Hospital in Dallas, currently in the midst of a \$2,800,000 building fund drive.

Health Museum Adds Official. Col. E. O. Stroube, retired Army officer, has been appointed field representative for the Dallas Health Museum.

Col. Stroube, who retired from the Army after 26 years service, will work with the museum's supporters, industrial, business and educational channels to encourage broader use and wider interest in the museum. He will have an important role in plans for expanding its Fair Park facilities.

Local Salk Vaccine Surplus. Dallas appeared to have a growing surplus of Salk polio, vaccine, with new supplies arriving faster than the demand develops among those eligible to receive it.

The official policy of limiting it to young people under 20 and expectant mothers remains in effect, however, at least for the time being.

NEW OPPORTUNITY

for you to invest in — to live in . . .
the most beautiful and desirable
residential area and shopping center

TO THE NORTH OF DALLAS

Where real estate investments Grow!
Preston Road north of Royal Lane

Since Dallas' earliest days, the majority of the well-to-do, progressive leaders of this town have chosen to live . . . and to invest in the property to the north of the business district. This preference is so deep rooted today that much of the desirable real estate is "sewed up." This is a real opportunity for you, too, to enjoy the many advantages that come with "owning" in town north.



PRESTON ROYAL SHOPPING CENTER

PRESTON ROAD AT ROYAL LANE

The Second Section of Preston Royal Shopping Center is now completed and opened. This outstanding beautiful shopping center will provide a pleasure for customers and an opportunity for merchants to serve better.

Ample parking is provided for all customers and the distinctive brick styling of the entire center is eye-appealing to call.

GEORGE F. MIXON

BUILDER and DEVELOPER

305 Preston Royal Shopping Center * EM-6635

Dallas

CHAMBER NEWS

Six National Conventions Scheduled in One Week. In one week, the Dallas Chamber of Commerce convention department has scheduled six big national conventions for Dallas from this autumn through 1963.

Conventions scheduled are American College of Apothecaries, October 20-23, 1956; American Association of Oil Well Drilling Contractors Safety Conference, November 7-10, 1956 (attendance 300), National Association of Railway Business Women, May 4-8, 1958 (attendance 1,000).

National Retail Dry Goods Association Controllers Congress, May 25-27, 1958 (attendance 600); Associated General Contractors of America, February 9-13, 1958 (attendance 1,500); National Selected Morticians, September 27-October 2, 1959 (attendance 650); and American Institute of Mining, Metallurgical & Petroleum Engineers, February 17-21, 1963 (attendance 3,000).



United States Chamber of Commerce Head Honored

A. Boyd Campbell, chairman of the board of directors, United States Chamber of Commerce, was the honored guest of W. W. Overton, Jr., president of the Dallas Chamber of Commerce at a luncheon in the Community Room of Texas Bank and Trust Company. Shown are W. W. Overton, Jr., W. A. Pounds, A. Boyd Campbell, and J. Lee Johnson, Jr.



REPRODUCED FROM AN
OLD DORSEY TYPE BOOK

The formula for success is constant. The yardstick may vary according to the vagaries of a man's mind and morals or the purchasing power of a dollar but the basic ingredients remain fundamental... honesty, experience, knowledge, ability. ♣ Perhaps there is some question about the sequence of the last three ingredients but there is no question about the public's ability to discover a lack of honesty if given time enough. ♣ That is the test... TIME. You don't stay in business since 1884 unless you use this formula. We know!

THE DORSEY COMPANY

PRINTERS * STATIONERS * LITHOGRAPHERS

OFFICE FURNITURE

DALLAS, TEXAS

DALLAS • JUNE, 1956

Furniture Mart Planned

(Continued from Page 32)

the Southwest Homefurnishings Mart in Dallas, are an integral part of the furniture industry—there is every indication that they will continue to grow in importance.

The Dallas Mart will be the first completely air-conditioned homefurnishings display building in America. Its 217,000 square foot plan is the largest among commercial buildings in Dallas, and its total of 434,000 square feet will make it the city's largest building. Design and construction are planned to permit additions to an ultimate total of 1,750,000 square feet.

In addition to the constant weekly traffic the building will draw, the February and July market events will bring an estimated 10,000 people—to Dallas.

The Southwest Homefurnishings Mart is ideally located on the Stemmons Expressway—and a four-minute drive from downtown Dallas in one direction and an eight-minute drive to Love Field Airport in the other direction.

Although the location of Dallas itself, as the center of the Southwestern area, is the important "location" involved in the success of housing a market for the

entire Southwestern area, the site of the Southwest Homefurnishings Mart is also an ideal one within the city.

Also located in the Stemmons Expressway Area and within a few blocks of the Southwest Homefurnishings Mart is the Dallas Decorative Center. A furniture buyer covering the Dallas market will have a wide range of price lines to choose from—from the expensive decorator lines shown in the Decorative Center to the medium and low price volume lines shown in the Southwest Homefurnishings Mart. From a trade point of view, it is advantageous to have the two operations in different buildings, but in the same vicinity.

The furniture industry's national market coverage is shown on the U. S. map with the use of 100-mile radii. Although the Southwest is one of the most productive areas in retail furniture sales, it has been without a permanent wholesale market.

The distance to the nearest major market has been such that the approximately 4,000 furniture dealers of the Southwest have had to travel from 700 to 1,000 miles in order to shop for new merchandise.

In spite of this, consumer buying in the Southwest has increased at a faster

rate than it has in the nation as a whole. The Dallas Federal Reserve Bank reports that the Southwest led the U.S. in the first half of 1955 with an 18 per cent jump in furniture sales. Nationwide, the jump was eight per cent. Even in 1954, when national furniture sales dropped six per cent, the Southwest showed only one per cent drop.

One of the prime factors in Dallas' growth as a market and distribution center for homefurnishings has been in the increase in furniture manufacturing in the Southwest. Furniture makers in Texas, Oklahoma, Arkansas, and Louisiana estimate that they produced close to \$135 million of homefurnishings and bedding in 1955. This 20 to 30 per cent increase over 1954 was due to:

1. An increase in production by local plants.
2. An influx of new plants into this section.

The Southwest has proved to be a popular area in the decentralization program of many national furniture manufacturers.

The increase in the number of furniture factories in the Southwest and the phenomenal increase in Dallas warehousing by out-of-state manufacturers are factors which seem destined to make Dallas one of the nation's top markets.

Serving our HOME TOWN for FIFTY YEARS!



Howard C. Boazman

Our Quality Service is still making new friends everyday... just as it continues to please old customers of many years standing.

WE RENT WORK CLOTHES

Also COVERALLS • PANTS • SHOP COATS
SHIRTS • WIPING TOWELS • FENDER CLOTHS

Let us serve YOUR work clothing requirements

TELEPHONE
Prospect
1811

Industrial

TOWEL &
UNIFORM
SERVICE

2517 COMMERCE STREET

Quality PAVING COSTS NO MORE!

True quality in asphalt paving can only be the result of adequate experience, superior workmanship, modern equipment, and a determination to give satisfaction. These are the important factors that have guided our daily operations for 33 years. Whether it be a road, street or driveway you can be sure McInerney company will complete the job to your specifications.



Aerial view of Dallas' new Hinton Motor Lodge, Howard Johnson Restaurant, Texaco Service Station and Heliport. (Notice smooth paving by the McInerney Co. of Dallas.)

Regardless of the project, you'll get fast personal attention. We'd like to go to work today. Call us for Free Estimates.

"SINCE 1923"

B. P. MCINERNEY & CO.

Asphalt Paving Contractors

ROADS — STREETS
DRIVEWAYS
PARKING LOTS

RECORD CROSSING RD.
P. O. Box 10264
FL 7-3827 — Nites LA-4111
DALLAS, TEXAS

*Serving
Dallas
"The
Convention
City"
and the
Great
Southwest*

**with the
World's Finest
Lines of
Food-Serving
Equipment**

*for
84 years!*



**HUEY & PHILP
COMPANY**

Manufacturers & Distributors

**DALLAS
HOUSTON
FT. WORTH**

Dallas

HONORS and AWARDS



JUNIOR ACHIEVER, Luther Bernstein, is shown receiving from Carol Neaves, president of the Junior Chamber of Commerce, the Distinguished Achiever Award at the Future Unlimited Banquet.

Outstanding Teenagers Receive Awards. Highlighting Junior Achievement year, the Future Unlimited Banquet saluted outstanding teenagers and adult advisers.

Out of Dallas' twenty-five Junior Achievement companies, Branmetco, sponsored by the Braniff Management Club, was voted the "Best Company in the Area." The Dallas Chamber of Commerce "best company" trophy was presented to Mary Ann Herron, president, by Angus Wynne, Chamber vice-president.

Another Junior Achievement Company, J. A. Wood Chips, sponsored by Morton Foods, was voted one of forty "Top Achievement" companies in the United States.

The Leadership Award, Dallas' highest personal award, went to Jean Whybark and Dave Eaton.

Norman Wood was awarded a Horace A. Moses Foundation Scholarship.

Carol Neaves, president of the Junior Chamber of Commerce, awarded the Chamber's "Distinguished Achiever Award" to Luther Bernstein, fifteen, Crozier Tech sophomore, for distinguishing himself in the field of sales.



Flying?

LOVE FIELD is DALLAS

Don't Buy a Detour!

Farmer Wins Hoblitzelle Award. A 70-year-old Bell County farmer, who put eight sons through college and still took time to lead the soil conservation movement in Texas, has received the \$5,000 Hoblitzelle Award for Advancement of Texas Rural Life.

The award, as \$5,000 check and a gold medallion was presented to V. C. Marshall at the Texas Research Foundation at Renner. Principal speaker at the presentation was J. B. Thomas of Fort Worth, president of Texas Electric Service Company.

Mr. Marshall, with the help of one of his sons, farms 500 acres twelve miles south of Temple near Little River.

The award, made possible by Karl Hoblitzelle of Dallas, one of the founders and chief benefactor of the Renner Foundation, was presented by Judge Sarah T. Hughes, a member of the board of the Hoblitzelle Foundation.



Dallas Store Wins Tribute Award.

The San Antonio Conversation Society has made a Special Tribute Award to Neiman-Marcus, Texas specialty stores in Dallas and Houston, for the origination and presentation of the Wedgwood Texas Series Plates.

The tribute citation was presented by Mrs. O'Neil Ford, president of the San Antonio Society.

The plates, centered with different historical scenes and bordered by the six flags that have flown over Texas, are rich sepia on ivory. The series includes "Alamo," "On the Trail," "San Antonio," "Old Brownsville," "El Paso" and "Mission of Concepcion."



Dallas Druggist Honored.

E. C. (Doc) Harrell, founder and proprietor of Harrell's Gaston Avenue Pharmacy at 6348 Gaston, this month became the first Dallas druggist to be honored by Lederle Laboratories for having filled 1,000,000 prescriptions.

A certificate for meritorious community service through pharmacy was presented to Mr. Harrell by Lederle representative James E. Swift.

Doc Harrell, who has built himself a reputation in both pharmacy and civic service, served as a member of the Dallas City Council from 1947 to 1951. He is a past president of the Dallas County Pharmaceutical Association and a former member of the executive board of the state association.

Honors and Awards



Dallas Architect Honored. Ralph Bryan, Dallas architect who has designed many buildings here, has been named a fellow in the American Institute of Architects at the organization's convention in Los Angeles.

Mr. Bryan was honored at the annual banquet at the Biltmore Hotel in Los Angeles, along with two other Texas architects, Max Brooks of Austin and Raymond Phelps of San Antonio.

Dallas buildings designed by Mr. Bryan include the Texas Hall of State and the Dallas Museum of Fine Arts, both at Fair Park. He also has designed buildings on the University of Texas campus at Austin.

Top "Dad" Award Presented. The "Dad of the Year" award has been presented to a 50-year-old father, J. Wesley Fry, Dallas Power & Light meter department supervisor, and past president of the Woodrow-Long Dads Club, was awarded the title and the Arthur A. Everts Award—a gold watch—at the Central Dads Club meeting in the Lone Star Gas Company auditorium.

Mr. Fry has been in Dads Club work in Dallas since his son, Johnny, now a junior at Woodrow Wilson High School, began his education at Robert E. Lee Elementary School. He was one of nine nominees for the honor. The Frys live at 5803 Mercedes.

Presentation of the award was made by the Central Dads Club's newly elected president, Alfred N. Sack.

Committee to Choose Outstanding Educator. A special committee of nine Texans, all closely allied to education, has been named to select the state's outstanding educator.

A. Harris & Company are sponsors of the \$1,000 cash award which has been presented for the past five years to Texans making the most outstanding contributions to American life in the field of arts and sciences. Winner of last year's award was Mrs. Oveta Culp Hobby, Houston Post president and former Secretary of Health, Education and Welfare.

Dudley K. Woodward, Jr., Dallas attorney and a member of the University of Texas Board of Regents for ten years, was named chairman of the 1956 Texas Award committee.

Railway and its President Cited. The Texas & Pacific Railway Company and its president, W. G. Vollmer, have been honored at a Laymen's Movement For a Christian World luncheon in the Texas Room of the Baker Hotel.

An international, non-sectarian group, the Laymen's Movement is an informal association of men who are seeking ways to help men bridge the gap between their religious beliefs and their daily lives.

J. C. Penney, chairman of the board of the J. C. Penney Company and vice-president of the Laymen's Movement, presented the citation to Mr. Vollmer, who accepted the award on behalf of his company. The award cites Texas & Pacific for an outstanding series of advertisements recently sponsored by the railroad on the theme "Our Four Great Faiths."

Museum School Makes Awards. Jerry Bywaters, director of the Dallas Museum of Fine Arts, distributed the honors at the Annual Museum School Show held recently.

The \$250 Talented High School Student Award of the Dallas Art Association, to go towards further schooling at a college of his choice, went to Joe Tomlinson, a 17-year-old Adamson student. He is a pupil at the museum school of Barney Delabano.

Tuition awards in painting went to Dorothy Poulos, pupil of Otis Dozier; Dorothy Hearon, DeForrest Judd pupil, and Shirley Tannehill, Dozier pupil. Honorable mention went to Hazel Korkanos, Dozier pupil.

Other tuition awards went to Robert Pollock, an Octavio Medellin pupil, in sculpture; Eleanor Beyea, an Evaline Sellors pupil, in pottery, and Mrs. E. J. Hatzenbuehler, a Medellin pupil, in ceramics.

Group Honors Mrs. Porter. The Dallas Advertising League has extended a special salute to Mrs. Jerry Porter, public relations and advertising director of the Dallas Federal Savings and Loan Association.

Mrs. Porter, an active league worker for the past 12 years, was named by the group as "most valuable member" for her work in the past year.

William E. Wagley, recipient of the honor last year and chairman of the awards committee this year, paid tribute for her work on almost every league committee and particularly in connection with the league's major project, Community Chest publicity.

Sunset High Paper Wins Award. The Sunset High Stampede has been selected as the best high school newspaper published in Dallas public schools during the 1955-56 year.

In The Dallas Times Herald sixth annual Journalism Awards Contest, the Grand Prairie High Prairie Dog was picked as the best newspaper published by a large high school (more than 500 students) in the Dallas area outside of the city itself.

Tiger Tips, published by the students of Commerce High in Commerce, won first place among smaller high schools (under 500 students) in the Dallas area.

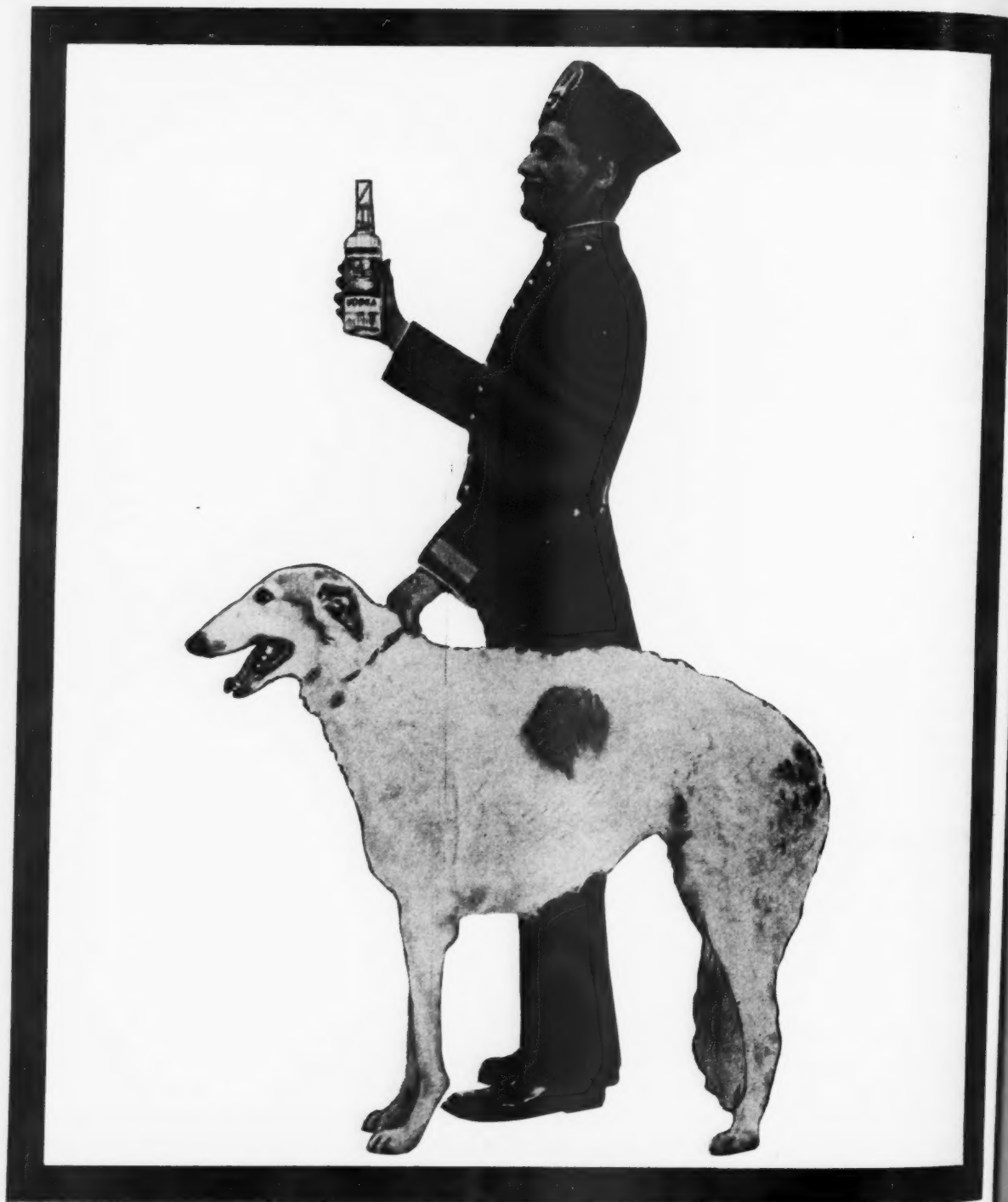
Other first place winners were: Dallas Independent School District—Gaston Junior High Signal, best junior high newspaper; Jefferson Davis, Times, best elementary school newspaper; Lincoln High, Lantern, best Negro high newspaper; B. F. Darrell, Bugle, best Negro elementary school newspaper.

Dallas Area, other than the Independent School District—Lake Highlands, Richardson, The Highlanders, best elementary school newspaper.

Private and Parochial Schools—Buckner Academy, Hornet, best high school newspaper.

The contest is held each year, and winners are chosen on the basis of journalistic enterprise and ingenuity.

Radio Stations Honored. In a special program by the Dallas Advertising League, a copy of a resolution lauding the radio stations of Dallas was presented to W. A. Roberts, manager of The Times Herald radio station KRLD and program chairman for the day. George Watts, Radio Recognition Day chairman, made the presentation.



HERE IS WOLFSCHMIDT . . .

the very best vodka that it is possible to buy. Wolf Schmidt is made from a closely guarded century-old formula and is world famed for its unmatched smoothness and blendability.

distilled from 100% American grain • 80 and 100 proof

distributed by Phil Schepps • 2303 Canton • Dallas, Texas • RA-9283

Honors and Awards

Outstanding Sportsman Award Presented. E. O. (Doc.) Hayes, who put Southern Methodist on the basketball map with two straight Southwest Conference championships and a fourth-place finish in NCAA play this year, has been given B'nai B'rith's award as Dallas' Outstanding Sportsman.

The 1955 award was presented by Morris Frank, Houston Chronicle columnist and humorist, at the B'nai B'rith annual sports banquet held at the Baker Hotel Terrace Room.

Mr. Hayes is the third recipient of the award. The late Dick Burnett was named in 1953; and Doak Walker, former SMU All-American and All-Pro with the Detroit Lions, was selected in 1954.

★

Ad League Honors Departing Consul. With substantial help from the Honorable Order of Exhausted Roosters, the Dallas Advertising League has said farewell to a popular Britisher who is moving to Colon, Panama, after a stay of over three years in Dallas.

S. S. G. Simmons, consul in Dallas of the United Kingdom, has been transferred to Panama and the Dallas consul office has been shut down.

The Dallas Advertising League, in expressing warm regard for the departing Simmons, turned its regular meeting over to farewell ceremonies.

Dallas Police Chief Carl Hansson presented the consul with a certificate of Dallas citizenship good for 100 years. And Sheriff Bill Decker, who was unable to attend, sent along official papers making Simmons an honorary deputy sheriff.

★

Model House Judged Best. An 18-year-old Hillcrest High School senior student's model house was judged the best of almost 2,000 exhibits on display at the third annual Students Industrial Arts Fair, co-sponsored by The Times Herald and the Dallas Industrial Arts and Vocational Association.

Frederick B. Delafield, son of Mr. and Mrs. Charles H. Delafield of 6623 Norway Road, won a blue ribbon for having the best model house in the show held in the Electric Building at Fair Park, and another one for showing the most originality of design.

The blue ribbon winner plans to enter Texas A&M College next fall to study architecture.

BURLESQUE! OPEN EVERY NIGHT

THE SOUTH'S FINEST EXOTIC NIGHT CLUB
Glamour Girls Galore...

BARNEY WEINSTEIN'S

Welcome
Conventioners
Catering to Special
Parties and
Groups

Theater Lounge

FOREST AT COLONIAL Phone HA 8-2677



For more substantial

PAY DAYS after 65!

Southwestern Life

man

SOUTHWESTERN LIFE INSURANCE COMPANY

WE'RE TAKING GIANT STEPS To Keep Up With DALLAS...

Since 1950 — more than 200,000 people have been added to the population of metropolitan Dallas.

Just look around downtown. Since 1950, we've increased our parking facilities by one-third — to meet the needs of a growing Dallas.

THE CLASSIFIED PARKING SYSTEM

A Texas Institution

Dallas - Ft. Worth - Houston - San Antonio - Corpus Christi - Austin



Plastics For Business And Industry

Your direct factory distributor!

Plastics for industry, business signs and displays. Prompt Service and low cost. Call write or wire today!

PLEXIGLAS POLYSTYRENE
VINYL POLYETHYLENE
ACETATE TEFLON
NYLON CORRUGATED FIBERGLAS



OTHER PLASTIC
Rods, Sheets, Tubes, Film

Send for
Free
Catalogue
Today



Phone: Ft. Worth—ED 5-3214; Dallas—VI-6703
Houston—JA 4-3486; Wichita, Kan.—EL 5-5697

Dallas

BANKING

American Institute of Bankers Visits Dallas

The AIB won't soon forget Dallas.

By every standard, the 54th annual convention of the American Institute of Banking, held at the Adolphus Hotel June 4-8, was one of the outstanding events in more than a half century of organized banking education in America.

For five days 1,500 young bankers — and some not quite so young — worked, played and studied together. And when the meeting ended they took back to their banks and their home towns in every part of the nation not only a new enthusiasm for their jobs and a fresh outlook on banking but also fond memories of Dallas and its hospitality.

That began with the Dallas convention committee, headed by P. B. (Jack) Garrett, president of the Texas Bank & Trust Company and past president of the Texas Bankers Association. It included the Dallas group who planned the entertainment,

including a full-scale rodeo at Fair Park along with Texas-style entertainment and a western barbecue, a dinner and the annual President's Ball. The ball marked the introduction of the new president, Leroy S. Clark of New York, who succeeded Bernard J. Lunt of Fort Worth.

But the purpose of the meeting was banking education, for the AIB, a branch of the American Bankers Association, is the largest adult educational institute in the world, with more than 127,000 members, all in some phase of banking.

Highlights of the convention were addresses by Fred F. Florence, president of the ABA and of the Republic National Bank, and Maurice Megrah of London, secretary of The Institute of Bankers, Britain's counterpart of the AIB.

Mr. Florence told the delegates that the growth of the nation and its banks make imperative an acceleration of education. He noted that the nation is in a transition period between class banking and mass banking and said more trained personnel, particularly at the executive level, will be needed in the future.

Mr. Megrah paid tribute to the AIB and its accomplishments and urged a broader base of training and education.

Other activities included sessions and conferences on credits, education, bank management and operations, savings and mortgages, trust business and investments, chapter administration, and a round of luncheons, sightseeing, public speaking and debate contests and a fashion show.

Flying?

LOVE FIELD is DALLAS

Don't Buy a Detour!

helping make DALLAS the CONVENTION CENTER
of the SOUTHWEST ~

the **Freeman** DECORATING
COMPANY

... trained and experienced convention personnel to make your convention and exhibit a success.

... our staff has handled hundreds of nationally important conventions, banquets, parties, trade shows, fairs, and sales meetings.



3004 Commerce St.
Dallas, Texas
PRospect 6868

Convention and Trade Show Specialists Since 1930

DALLAS • JUNE 1964

Dallas TRAFFIC and HIGHWAYS

Signing the Deed. W. W. Overton, Jr., president of the Dallas Chamber of Commerce, has expressed his public appreciation to three Dallas families, the Stemmons, the Windsors and the Brutons, who have donated more than one hundred acres of valuable property in the Trinity industrial district approximating two million dollars in value for the early construction of an important segment of U. S. Highway 77 Freeway.

This gift will put the north-south expressway far ahead of the long-planned east-west expressway in right-of-way acquisition and subsequent construction.



W. W. OVERTON, JR. watches while (left to right) David D. Bruton, Jr., John M. Stemmons, and W. C. Windsor, Jr. sign the deed donating the valuable property.

Dallas Wins Safety Award. The National Safety Council in Chicago has named Dallas as one of four cities in the country to receive an Award of Merit for all-around safety performance in 1955.

The Award of Merit represents a grade of 70 or more in all sections of the traffic safety award program. Cities in addition

to Dallas named for the honor were Seattle, Oklahoma City and Palo Alto, California.

Symbol of

SERVICE



Alexander, Geo. A., Agcy.
Anderson, A. J., & Associates
Andrews-McDowell Co.
Ayres, Frank, Jr.
Banks-Burney Co.
Barr, John A., Co.
Barrett, Arthur E. W.
Basham Insurance Agency
Bateman Insurance Agency
Beachum, John H., & Son
Beavers, Joe, Insurance
Bettes Ins. Agcy. of Dallas
Bibby, Haughton & Bibby
Blanford Insurance Agency
Blanton, Thomas & Co.
Bolanz and Bolanz
Bomar, Henry H., Ins. Agcy.
Bond, Tom L., Agency
Brannan Insurance Agcy.
Brilling, Abe I.
Burke, John L. & Co.
Burkholder Ins. Agency
Barton & Wilkin
Bywaters Insurance Agcy.
City Insurance Agency
Cochran & Houseman
Coker, M. L., Ins. Agcy.
Coleman, Shelly
Corrigan-Jordan Ins. Agcy.
Cox, George A., & Co.
Cox, George F., & Co.
Cox & Stailey
Crocker, R. H., & Co.
Crossman, G. W., Agency
Crow, Cecil

Crum, Lee, Ins. Agency
Cullum, J. D., & Co.
Davis, Lyn E., Agency
Dean, E. G., & Co.
DeLay, Clyde, Ins. Agency
Dexter, Chas. L., & Co.
Diffey, W. A., Jr., Agency
Down, Frank C., Co.
Duncan, Guy S., Ins. Agcy.
Echols Insurance Agency
Ellis-Smith & Co.
Elmore, Derrill G., & Co.
Ferguson, Tom C.
Fitzwater, Tim, Insuror
Flowers, Russ, Ins. Agency
Fogleman, Wilbur H., Ins.
Francis, Shirley M.
Garrett, Floyd, Co.
Greaves, Sidney D., & Son
Green, Glynn O., Agency
Green, Sidney F., & Ligon
Grinnan, Lewis, Co.
Gulledge, Hal A., Co.
Gump and Gavnier
Hadsell, J. C. & Company
Hall, Howard M.
Hamman, Gaston, Agency
Hardy, R. L., Agent
Harris, Felix, & Co.
Harris & Huffines Agcy.
Hartley, Walter G.
Henry, E. Cowden
Hogan, Geo., Ins. Agency
Holland, W. M. (Bill)
Agency
Holt, J. Frank, & Co.

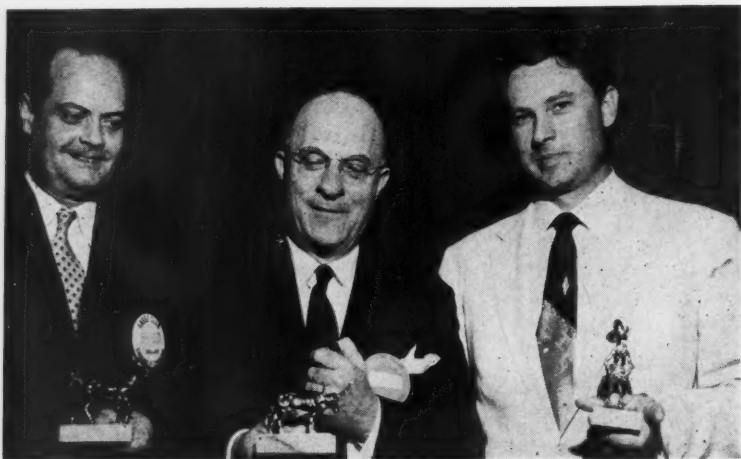
Hooker, S. H.
Howell, Rouse, Insurance
Hunt, Carl H.
Jackson, A. D., Agency
Jacobs, Joe, Ins. Agency
Jones-Calvert Co.
Jones, Ted, Agency
Jones-West and Johnson
Julian & Cochran
Kaufman, Phil H., Ins. Agt.
Killough, M. N., & Co.
Kirkpatrick-Thompson Co.
Kirsch, August
Kline, W. E., & Co.
Lang, J. Fred, Agency
Lett Insurance Agency
Levi, Chas. A., & Sons
Lindsay, J. W., & Co.
Love Insurance Agency
McClure, Geo. D., Agency
McCormick, Geo. W., Ins.
Agency
McElvye, Geo. W., Co.
Mallinson, Fred, & Co.
Mangelsdorf, J. W., Agcy.
Manton, Henry, Agency
Markham, C. M., Ins. Agcy.
Maxson-Mahoney-Turner
Mendenhall, J. S., Ins.
Agency
Merritt Insurance Agency,
The
Mincer, Sylvan A.
Mittenthal, N. E., & Son
Mohon, J. W., & Co.

Moore, Harry R., Agency
Morrison, Lake Agency.
Munger & Moore
Murchison, Kenneth, & Co.
Murray Insurance Agency
Nash, A. G., Co.
Noel, Dave, Agency
Norwood, Jones W.
O'Beirne, C. B., & Co.
Owen, Arthur L., Co.
Parriah, W. D. (Bill),
Insurance Agency
Patrick, C. M. (Pat)
Pearlstone & Elliott
Peavy Insurance Agency
Pierce, Fred A.
Prendergraft, A. C., & Co.
Priddy, Ross, Agency
Rugland Insurance Agency
Reid, James Y. (Jim) Agcy.
Reilly, Wm., Agency
Reinhardt, I., & Son
Rembert, David, Agency
Renz, Stagg, Agency
Roberts, Wiley, & Sons
Roeder & Moon
Rose, Rose & Crutcher
Rozelle, John H., Co.
Rucker, T. M., & Co.
Sammons, Ed E.
Saxon, Robert E.
Scheid, Max, Agency
Seay & Hall
Shaffer-Dickinson Agcy.
Shaw & Hornberger
Shelton & Bowles

Shelton, Ray, Insurance
Simons Insurance Agency
Simpson & Cathey
Slaton, Jas. B., Ins. Agency
Slay & Co.
Smith, A. M., (Al), Ins.
Smith, Cruger T., Agency
Snell, David M.
Spurgin, Ben., Ins. Agency
Steele-Fonda Co.
Stern, Robert, Ins. Agency
Stewart, Waldo E., & Co.
Susman, Wm., Agency
Doc Swallow & Associates
Taylor, Roy L., & Son
Teeling Insurance Agency
Thomas & Loving Ins.
Agency
Thraash, Howard G., & Son
Troth, S. H., & Co.
Tucker-Manning
Threadgill-Perkins
Waldman Bros. Ins. Agcy.
Wallace, Jim., Agency
Walsh, Jim, Agency
Watson-Herring Ins. Agcy.
Weatherford, Bill, Ins.
Agency
Whitman, Joe, Ins. Agency
Wilhite Agency
Williams, W. Nicholas
Wilson-Welch Co.
Wimberly, Werth, Agency
Works, George W.
Wright Ins. Agency
Wynnewood Ins. Agency

The Seal that Guarantees DEPENDABLE, ETHICAL INSURANCE SERVICE

ONE-DAY DRIVE RESULTS IN 390 NEW



"TOP HAND" AWARDEES at May 25 luncheon of Membership Committee. Left to right: Ray Virgin; Chamber Director Jerome K. Crossman, and Pat McKee (a One Day Drive worker). These awards are for sponsoring 12 or more members during the first six months of 1956.



MAY 16 was proclaimed "Jack Hoppers' Day" for all Chamber members by President W. W. Overton, Jr. Mr. Hoppers of Chance Vought, center, was awarded a Triple Life Membership in the Dallas Chamber of Commerce by Chamber Vice-President Angus Wynne, Jr., right. Mr. Hoppers sponsored 354 members since joining the Membership Committee on January 1, 1954. He is being congratulated by Keith Baker, left, for his outstanding achievement of being the first Chamber member to receive such an honor.

THE membership Committee of the Dallas Chamber of Commerce set a new monthly record as a result of the One Day Drive, giving the committee a total of 1,179 new memberships toward their goal of 2,400 in 1956. The old record of 356 was set in May, 1955.

Retail

Ann of Dallas, 205 S. Zangs; Miss Wella Williams (Don Kerr)

Cotton Carpets, Inc., 122 Casa Linda Plaza; B. Q. Hall (Don Kerr)

Daniel's Lakewood Gift Shop, 6316 Gaston; John J. Daniel (Don Kerr)

Mullins Furniture Company, 3909 Cedar Springs; William G. Mullins (Earl Templin)

Sowas' Dairy Mart, 3539 N. Buckner; Mrs. Georgia A. Sowa (Harry Bray)

State Fence & Wire Company, 1214 S. Industrial; J. H. Newberry, Jr. (Don Kerr)

Landrum Jewelers, 108 Preston Royal Shopping Village; Ed Landrum (Jack Little)

Tire Service Company, 2200 Commerce; Frank Stephan (R. N. Kirkpatrick)

Stephens Sports Equipment Company, 1706 Commerce; Frank Stephens, Jr. (Ellis Watkins)

Real Estate

Brady Realty Company, 1105 Jackson; Phil M. Olian (Arthur H. Stern)

Homer B. Fisher, 3620 Armstrong (Arthur H. Stern)

A. P. Catto Investments, 318 N. St. Paul; A. P. Catto (Arthur H. Stern)

Manufacturing and Processing

Branded Textiles, Inc., Perkins Bldg.; P. T. Hotchkiss (Elliott McClung)

Bryant Electric Company, 4924 Greenville; R. S. Hawkins (Fred Cring)

TWO MEMBERSHIP COMMITTEEMEN received "Top Hand" awards at the Membership Committee luncheon on May 16, to launch the annual membership "One Day Drive." Left to right, Membership Chairman Les T. Potter presenting awards to D. W. Munsell, M.D., and Don Kerr.



NEW MEMBERSHIPS

Bug-A-Roo, Inc., 3420 Main; Bernard Rothschild (Arthur H. Stern)

Builders Concrete Products, 7028 Second Ave.; Harold E. Allen (Garland Day)

Illustration Services, 3019-A N. Haskell; Miss Jerry Polley (John S. Smith)

Owens Country Sausage, Inc., Highway 75, Richardson; C. B. Owens (J. C. Hurlbut)

Tom Trezevant Sheet Metal; 2802 E. 11th; T. D. Trezevant (Ralph O'Dell)

V. E. Davis Company, 3136 Kendale; V. E. Davis (Harry Bray)

Iron-Craft Studio, 2663 Lombardy; Roy J. D'Avignon (Frank Adams)

Plastex Molding Company, 14030 Hines; S. McLarty and G. E. Stolebarger (J. R. Bostwick)

Mrs. Elledge's Fine Foods Company, 1033 Comal; Carl E. McGugan, Jr. (Jack Wantland)

D. L. Harrison Company, 122 Howell; D. L. Harrison (Ned Meyerson)

Professional

William M. Ashe, M.D., 919 Medical Arts Bldg (D. W. Munsell, M.D.)

Dallas Display Service, 2624 Commerce; Mrs. Opal Carr (Jack Wantland)

Kenneth Foree III, M.D., 630 Medical Arts Bldg. (Watson Tillman)

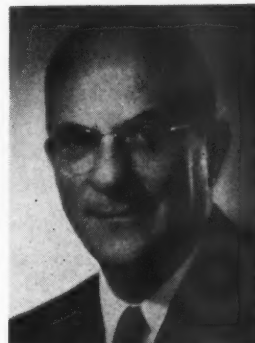
A. D. Greene, M.D., 4105 Live Oak (Watson Tillman)

Victor Klein Designers, P.O. Box 7791; Victor Klein (Timothy Carroll)

Jackson H. Speegle, M.D., 210 N.

COMMITTEEMAN OF THE MONTH

Meet the new Champion! Mr. Jerome K. Crossman acquired this designation by setting a new record in sponsoring Chamber memberships during May, when he signed 86 new members. The former record was 60 new members, sponsored by Mr. Julius Schepps, a membership committeeman, in June 1946. Mr. Crossman is the immediate past President of the Chamber, serving in 1954 and 1955. He has been active in the Chamber for many years on various committees, and at present is serving on four others as well as the Membership Committee. His avocation (from the Chamber's point of view) is serving as President of Ryan Consolidate Petroleum Corporation, together with many other diversified business interests in which he serves as Chairman of the Board or as a Director. Mr. Crossman also serves in other civic enterprises; he is either an official or a member of the Board of Directors of over fifty civic groups, either city, state, national or international; and has recently been appointed honorary consul for Turkey.



JEROME K. CROSSMAN

He is a member of the American, Dallas, New York, Illinois, and Texas Bar Associations. He is a former President of Temple Emanu-El brotherhood. In 1954 he received the Linz Award, and in 1955 he was elected Dallas "Headliner of the Year".

This most active member of the Membership Committee is an example of outstanding civic leadership. Mr. Crossman is a Life Member of the Chamber of Commerce, having acquired this honor in 1955, and is on his way to acquiring his Double Life Membership this year.

Westmoreland (C. E. Stewart)

H. F. Hawkins, M.D., 3607 Gaston, Room 301 (D. W. Munsell, M.D.)

L. S. Thompson, Jr., M.D., 726 Medical Arts Bldg. (Jerry Thompson)

Guy K. Driggs, M.D., 1035 N. Zangs (C. E. Stewart)

J. W. Duckett, M.D., 1004 N. Washington (H. M. Russell)

B. C. Halley, M.D., 3707 Gaston (D. W. Munsell, M.D.)

H. Loren Miller, D.D.S., 4407 Oak Lawn (Doug Beck)

Joseph C. Ogle, M.D., 936 N. Edgefield (Russ Flowers)

Andrew B. Small, M.D., 3707 Gaston, Room 707 (D. W. Munsell, M.D.)

Doris V. Spegal, M.D., 6144 Anita (Les T. Potter)

Wilkinson Clinic, 101 N. Zangs; W. B. Wilkinson, M.D. (C. E. Stewart)

Robert Franklin, M.D., 1121 Davis Bldg. (Layton Grigsby)

Amos D. Garner, M.D., 3707 Gaston (Allen Crenshaw, M.D.)

Robert B. Giles, M.D., 1114 Medical Arts Bldg. (Doug Beck)

Ken Mooney, M.D., 1528 Medical Arts Bldg. (Pat Henry, Jr.)

(Continued on Page 57)

NED MEYERSON, Great National Life Insurance Co., second from right, receives Life Membership award from Chamber President W. W. Overton, Jr., second from left, at Membership Committee luncheon on May 25. Attending the awards luncheon from Great National Life in Ned's honor were: left, Barney Shields, and right, Stephen J. Hay.



BUSINESS PROPERTY



Southland Life Bldg.—Dallas—Phone RI-9171

DALLAS' WESTERN WELCOME

RODEOS

*The Perfect Rural Spot for
Employee and Company Parties*

WINTER
AND
SUMMER

TO CONVENTION GUESTS
AND VISITORS
Special Rodeo Performance

THE LAZY
STF
DUDE RANCH

AUSTIN BRAND
SINCE 1830

Less than an hour's driving
time from the heart of
downtown Dallas.
Over 8,000 Happy Guests
our first season.
Western Atmosphere, Good
Food, Custom Barbecues from
our own kitchen. New
2,000-foot banquet hall...
Evening Dinner and
Dancing, Spacious Grounds,
Riding and Sports,
Moonlight Hayrides.

THE "STEPHEN F" DUDE RANCH

GRAPEVINE, TEXAS

For Reservations Call
DR. AND MRS. FRANK H. AUSTIN

DALLAS: Lakeside 2128 Grapevine: BUtler 9-2142

Gracious Dining At its Best!

The whole family will enjoy the truly
wonderful food at the Southern
Kitchen. It's Dallas' truly distinctive
restaurant and the home of the famous
Southern Kitchen Chicken and Seafood
Dinner.

- Famous Chicken and
Seafood Dinners
- U. S. Prime Charcoal
Broiled Steaks
- Prime Rib Au Jus

OPEN
DAILY
5:30 to
10:30 p.m.
SUNDAYS
12:00 Noon
to 9:00 p.m.



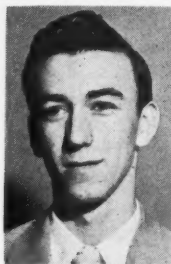
half mile
north of circle

Recommended By Gourmet

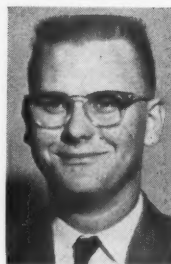
10500 HINES BOULEVARD
Phone
DI. 5220

Dallas

EDUCATION



BURSON



CRUMP

Two Dallas Students Win Scholarships. Chance Milton Vought engineering scholarships, providing for four years of study at an accredited college or university, have been awarded to two graduates of this year's Dallas Sunset High School class.

Recipients of the scholarships, named for the founder of the aircraft company that bears his name, are Weldon Dwayne Burson, 2834 Brandon Street, son of Mr. and Mrs. Herbert C. Burson, and Glendon Rowe Crump, 4030 Dutton Drive, son of Mr. and Mrs. Clifton G. Crump.

Selection was made by a Scholarships Selection Board composed of educators not associated with Chance Vought, and presentation was made by F. O. Detweiler, president of the company.

Burson, whose father is a production line installer on the second shift, plans to study petroleum engineering at Massachusetts Institute of Technology. Crump, whose father is employed in the company's tooling department, will enter Texas A&M and study general engineering.

Both boys are honor roll students at Sunset High School and both youngsters held after-school jobs.

★

Dallasite Gets Dean's Post. Dr. Eugene C. Curtsinger, Jr., a native Dallasite, has been appointed dean of the new University of Dallas.

Dr. Curtsinger received his doctorate from Notre Dame and is presently teaching English courses at Marquette University in Milwaukee.

In addition to serving as dean of the University, Dr. Curtsinger will also head the English Department and will be an associate professor and chairman of the Division of Humanities and Fine Arts.

Freedom Described as a Driving Force. The freedom of man and the part it plays in the society in which we live was described by the vice-president and dean of the college medicine of the University of Tennessee to graduates of Texas Southwestern Medical School.

Dr. Atticus James Gill, dean of Southwestern Medical School, presided at the commencement exercises, held in McFarlin Auditorium at Southern Methodist University. Dr. Merton M. Minter, regent of the University of Texas, conferred the degrees.

★

University Plans Expansion. An \$18,000,000 expansion plan has been outlined by the board of development and President Willis M. Tate of Southern Methodist University.

Looking ahead ten years, it was predicted that by 1966 — SMU's golden anniversary — the school will have 14,100 students in all of its schools and branches, although only about 7,500 of these will be on the main campus at any one time.

The University is planning a faculty of 450 by 1966, and its physical plant then will probably be valued at approximately \$30,000,000.

Wilson W. Crook, Dallas advertising executive, has been named new chairman of the board of development. Working with Mr. Crook will be the newly elected vice-chairman, George P. Cullum, Sr., of Dallas.

The expansion program, planned to meet increased needs for quality education at Southern Methodist University, is being spearheaded by Edwin Keith, who came to the University last January. Mr. Keith was head of Methodist Church development work in Little Rock, Arkansas.

★

Dean Addresses Dentistry Graduates. Seventy graduates of the Baylor University College of Dentistry were told that success in the dental profession depended on intellectual power, technical skills and personal integrity.

The speaker at the school's commencement exercises in the Gaston Avenue Baptist Church was Dr. J. Ben Robinson, dean of the dental school at West Virginia University.

William Alan Windrum of Dallas, with a 90.22 average, was awarded the school's Gold Medal for attaining the highest scholastic mark. He will practice dentistry in Seattle, Washington.

William Wicheta of Austin and Carl C. Rogers of Globe, Arizona, were given second and third place in scholastic awards.

Dallas

CIVIC EVENTS

New Center Named For Julius Schepps. Dallas Jewish Welfare Federation's new community center to be constructed next year will be named the Julius Schepps Community Center, honoring the prominent Dallas civic leader and philanthropist.

The new center will be constructed on the federation's 14-acre building site at Northhaven and Central Expressway.

A committee will be established to complete plans and recommend appropriate financing for the project.

Historical Society Budget Drive Launched. J. Woodall Rodgers, president of the Greater Dallas Planning Council, was the speaker at a luncheon meeting in the Baker Hotel, opening the Dallas Historical Society's annual budget campaign.

Division heads of the drive to raise funds for the society's activities were honor guests at the luncheon.

The Historical Society, founded in 1922, operates the Hall of State at Fair Park as a public museum and center of historical activities.

Free Nightly Shows on Midway. Free circus and variety acts are now being presented nightly on the Midway stage at Fair Park. Shows are presented at eight and ten p. m., with a new act opening each Monday night.

The season opened with The Three Milos, aerial swaypole acrobats who perform 140 feet in the air.

The lineup for the summer includes a troupe of performing bears, high trapeze artists, aerial and acrobatic acts of various types, jugglers, comedy chimpanzees, and one international animal act that features a Nubian goat, a Norwegian elkhound and two Andean guanacos.

Benefit Showing of "Oklahoma" Held. The Salesmanship Club of Dallas recently sponsored a charity benefit performance of "Oklahoma" at the Tower Theater in behalf of Camp Woodland Springs.

This boy's camp traces its history back to 1921 when the Salesmanship Club adopted as a provision of its charter the obligation to operate a camp for the benefit of youngsters.

The present camp site was acquired in 1945 and the first group of boys arrived in 1946.

Camp Woodland Springs, located at 112 Jim Miller Road, now has provisions for 50 youngsters. Its director is Clarence Loughmiller.

Zoo Improvements Due. The Dallas Park Board has approved paying \$50,000 for land to increase parking facilities at Fair Park; also, the board purchased \$22,600 worth of land on the east side of the golf course to carry out its plan to add more holes.

A tract on the west side of the Mar-salis Park Zoo was bought for \$5,792.50. A plan for zoo improvements, prepared by Hare and Hare, would provide a good entrance with parking space for 800

cars nearby, permit economical fencing, and allow sightseers to look at all the zoo without retracing steps. Although not formally approved by the board, this plan will provide a basis for further study.

Kids Day Comes to Midway. The Texas State Fair's "Million-Dollar Midway" has welcomed the greatest gathering of fun-hungry kids in history — The Dallas Times Herald-KRLD fourth annual Kids Day.

On Kids Day, any child is entitled to ride any Midway device for one nickel and the coupon for that device printed in The Times Herald. And there is no limit to the number of rides the kids can have, either on the same device or right down the list. Anybody who comes out on The Times Herald-KRLD Kids Day is considered a kid, particularly when they are accompanying children.

So, everybody came, and everybody had a wonderful time.

Mental Health Unit Opens Drive. A campaign with a three-fold purpose — to raise money, solicit members and spread information about the tragedy of mental illness — has been launched by the Dallas Mental Health Society.

The society hopes to raise \$28,600 for its continuing program to better mental health conditions in Dallas and throughout the state and nation.

Letter appeals for funds will be mailed to citizens. Persons not reached by mail may send contributions to the Dallas Mental Health Society, 1956 Campaign, Main Street Arcade, Adolphus Hotel, Dallas.

SERVING BUSINESS and INDUSTRY

FELIX HARRIS & CO.
Insurance

212 NORTH FIELD STREET, AT PACIFIC
PR-8228

FELIX HARRIS

BEN HARRIS

BILL CARTER

REX HARRIS

NED HARRIS



Dallas

RETAILING



Pint-sized parking rates can be collected by pint-sized operators like 11-year-old Robert S. Saunders helping his father, Charlie Saunders, tag cars at the Bryan Street Garage, one of the 100 downtown parking stations offering the summer-long Saturday Parking Special on rates.

Saturday Parking Rates Lowered.

Throughout the summer, Saturday shoppers in downtown Dallas will enjoy a greatly reduced parking rate that went into effect the first of this month, the Dallas Retail Merchants Association announced.

The special Saturday rate which became

effective June 2 is: 4 hours for 25 cents, all day for 50 cents.

This rate will continue through the month of August in more than 100 convenient parking locations, all in the heart of the business district.

Although the plan is sponsored by the Dallas Retail Merchants Association, it does not require validation of parking tickets by member stores and no purchase is necessary.

Any customer may drive into any lot displaying a Saturday Parking Special sign and receive the new rate.

Participating lots carrying this sign include the entire systems of Classified, Federated Parking, Pigeon Hole Parking, Adolphus Garage, Biltmore Garage, Bryan Street Garage, Jerry Caddell's Parking, Dunlap-Swain, Goldie's Parking Lots, A. Harris Parking Center, Insuromedic Parking, Republic Motor Bank, Simons Garage and Tomson Auto Park.

This Saturday Parking Special plan was developed by a joint board of merchants and parking lot operators headed by Donald J. Tobin.

"With more than 29,000 parking spaces now available downtown and with many regular downtown business people off work on Saturday, the new program should make Saturday parking both more convenient and less expensive," Tobin said.

The special shopper rates are part of the merchants' year-round downtown promotion to boost business in the central shopping area.

"As far as we know, Dallas is the only city in the nation which has managed to

effect a set parking rate especially for the Saturday shoppers," Tobin said.

The results of this trial summer parking plan will be submitted to the National Highway Research Board, an advisory committee which is studying parking problems in cities all over the nation and the relationship of parking to the nation's business.

Accompanying the report on the Saturday parking plan will be the merchants and parking lot operators' report on the over-all parking situation in downtown Dallas.

The parking study shows that in the last year 4,152 more public parking spaces have been added in the downtown area to make a total of 29,385 individual spaces available for public parking today. If the 2,752 private parking spaces are included, the number of parking spaces today now is 32,137, almost 7,000 more than a year ago.

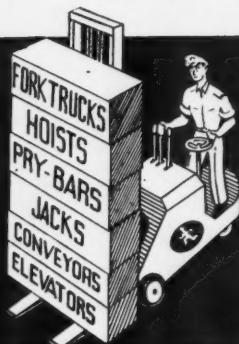
Presently under construction in downtown Dallas today are 2,950 more parking spaces which, when completed, will give downtown Dallas more than twice as much off-street parking as it had five years ago.

"The committee's report on the downtown parking situation is not a complete analysis, rather it intends to inform the citizens, civic officials and Dallas merchants of recent developments and the current status of parking in downtown Dallas," Tobin said. "For this reason, we are making copies of the report available on request from the office of the Dallas Retail Merchants Association in the Chamber of Commerce," Tobin added.

ST-4444

AS NEAR AS YOUR PHONE!

MATERIAL HANDLING
EQUIPMENT
RENTING



TEXAS DELIVERY SERVICE

WAREHOUSE

830 SOUTH LAMAR STREET - DALLAS

- PRIVATE RAIL SIDING
- OPEN YARD STORAGE
- OFFICE & DISPLAY SPACE RENTAL
- INDIVIDUAL STORAGE ROOMS
- POOL CAR DISTRIBUTION
- EQUIPMENT • MERCHANDISE STORAGE

Retailing

Seminar for Retail Management

The Seminar for Retail Management, a two-day program for executive personnel in retail stores, will again be presented by the American Fashion Association, Market Division of the Dallas Chamber of Commerce, at the Adolphus Hotel on Tuesday and Wednesday, July 10 and 11.

Among the keynote speakers to be featured on the program are: Mark Troy, divisional merchandise manager of Titcher-Goettinger Company, Dallas; J. W. McCullough, credit sales manager of Sanger Bros., Dallas; Franklin G. Moore, general merchandise manager of Lichtenstein's, Corpus Christi, Texas; E. W. Nunan, display director of Jas. K. Wilson, Dallas; Mrs. Edith Heiden, fashion promotion manager of Sturm's, Oklahoma City, Okla.; and Mrs. Caroline Shelton, director of advertising and publicity, Joske's of Texas, San Antonio, Texas.

Other experts in their fields who will discuss problems of merchants include: John M. Gray, assistant vice president and loan officer of the First National Bank, Dallas; Lester Lorch and Justin McCarty, prominent Dallas manufacturers heading firms bearing their respective names, and Mrs. Ruth Wilson, coordinator, Distributive Education, El Paso, Texas, and formerly personnel training director of E. M. Scarbrough & Sons in Austin, Texas.

The usual format of the program, although there are some exceptions, is of the panel-discussion type, with an address by the keynote speaker, followed by two panelists who interpret the highlights of the keynote address in terms of their own experience.

Combining an entertainment feature

with the educational purpose of the program, there will be a buffet supper in the French Room of the Adolphus at 6:30 P.M., Tuesday, July 10. After the supper, public relations as it pertains to the merchant will be discussed by Franklin G. Moore, Lichtenstein's, Corpus Christi, whose subject will be "Building Community Acceptance Through Civic Participation."

Mrs. Evelyn Lambert, fashion director of the American Fashion Association and formerly director of advertising and sales promotion for Neiman-Marcus, will again serve as moderator for the sessions.

While the Seminar is designed primarily for apparel merchants, it is open to all retailers for a registration fee of \$15.00 which will include admittance to the eight sessions scheduled and to the buffet supper, and a notebook containing outlines or condensations of each keynote address and other business aids and information. Admittance will be by badge only.

The complete program is as follows:

TUESDAY, JULY 10, 1956

CREDITS AND COLLECTIONS

From the Banker's Viewpoint:

John M. Gray, Assistant Vice-President, First National Bank, Dallas, Texas

From the Merchant's Viewpoint:

J. W. McCullough, Credit Sales Manager, Sanger Bros., Dallas, Texas

W. Clint Wilks, Owner, W. C. Wilks Co., Corsicana, Texas

W. O. Gray, Owner, Gray's, Enid, Oklahoma

STOCK CONTROL FOR INCREASED PROFITS

Mark Troy, Merchandise Manager, Titcher-Goettinger Co., Dallas, Texas

Morris Blumenthal, Vice-President, Field's, Monroe, Louisiana

Richard P. Barr, Owner, The Smart Shop, Angleton, Texas

AIDS AND TECHNIQUES FOR MORE EFFECTIVE ADVERTISING

Mrs. Caroline Shelton, Director of Advertising and Publicity, Joske's of Texas, San Antonio, Texas

Vasco McCoy, Jr., McCoy's, Texarkana, Arkansas

Mrs. Adrian Kaiser, Owner, The Perky Shop, Baton Rouge, Louisiana

VISUAL MERCHANDISING — YOUR SILENT SALESMAN

E. W. Nunan, Display Director, Jas. K. Wilson, Dallas, Texas

Buffet Supper, French Room, Adolphus Hotel

BUILDING COMMUNITY ACCEPTANCE THROUGH CIVIC PARTICIPATION

Franklin G. Moore, General Merchandise Manager, Lichtenstein's, Corpus Christi, Texas

WEDNESDAY, JULY 11

STIMULATING SALES WITH TRAINED PERSONNEL

Mrs. Ruth Wilson, Coordinator, Distributive Education, El Paso, Texas

Jack Davis, Manager, Hunt's Department Store, McAlester, Oklahoma

Wayne Collins, Collins, Mineola, Texas

THE MANUFACTURER-RETAILER RELATIONSHIP

Lester Lorch, President, Lorch Manufacturing Co., Dallas, Texas

Justin McCarty, President, Justin McCarty, Inc., Dallas, Texas

H. M. Lewis, Treasurer, Lewis & Co., Ltd., Ruston, Louisiana

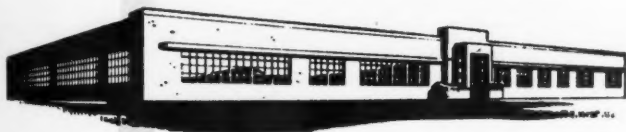
Mrs. Marihelen Miller, Owner, Marihelen's, Lubbock, Texas

FASHION SHOWS: BUDGET, TIMING, ETC.

Mrs. Edith Heiden, Fashion Promotion Manager, Sturm's, Oklahoma City, Oklahoma

Mrs. Irma Dumas, Owner, Dumas Dress Shop, North Little Rock, Arkansas

Mrs. Evelyn Lambert, Fashion Director, American Fashion Association, Dallas, Texas



The south's finest printing plant conveniently located at 5912 Harry Hines Boulevard.

Printing Craftsmanship at its *Best!*

Let us put our skill and modern printing equipment to work making more sales for you.

Call
EL-3715

fine color printing . . .

PADGETT

PRINTING & LITHOGRAPHING CO.



Left:
MELROSE HOTEL

Right:
DALLAS HOTEL
STONELEIGH HOTEL
LAWN HOTEL
LENNOX HOTEL
LAWRENCE HOTEL

Lower Right:
OAKS MANOR



A COMPLETE CONVENTION

Designed to serve modern convention needs. Dallas Hotels are organized for Superior Convention Service. Through the Dallas Hotel Association—the combined facilities of its 30 member hotels with 6,000 rooms, almost 100 per cent air conditioned, are coordinated through a central agency for large conventions and major events.



DALLAS HOTELS

Adolphus Hotel, Baker Hotel and Statler-Hilton Hotel are also members of the Association shown on other pages of this issue.



Lower Group — Left to Right:

Top:
WHITE PLAZA HOTEL
LAKEWOOD HOTEL

Center:
TRAVIS HOTEL
CRESTPARK HOTEL
SOUTHLAND HOTEL

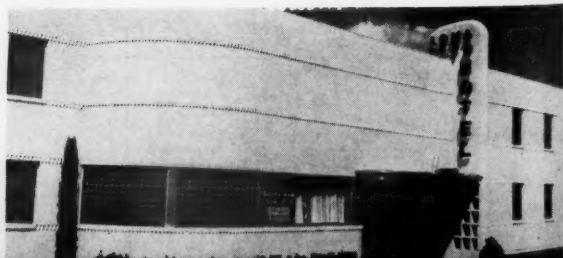
Bottom:
COTTON BOWL HOTEL
LOMO ALTO HOTEL

Lower Group

Top:
LIDO HOTEL
DALLAS HOTEL
MAYFAIR

Center:
LOWING
WHITNEY
LYNN HOTEL
HIGHLAND
MIRAMAR

Bottom:
WYNNWOOD
CLIFF TOP
CLIFFTON
TEXAN HOTEL



CONVENTION PACKAGE

re organizing this package includes the large downtown convention hotels as well as other hotels in the Central Business District and Suburban Areas. You work with an organized group when you stage a convention in Dallas. Visitors are channeled quickly and efficiently to from 3,500 to 4,000 hotel rooms provided for an individual convention by our member hotels.

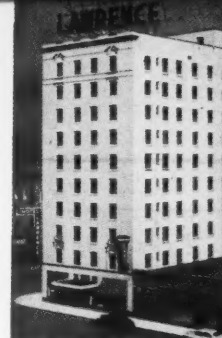
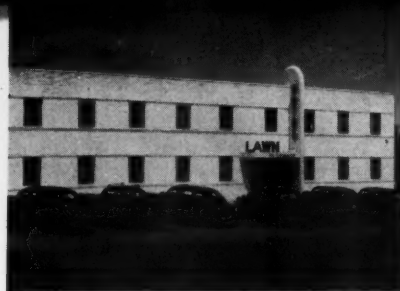
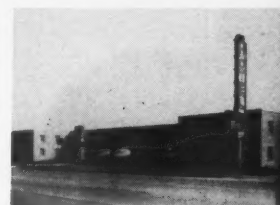
TEASSOCIATION

Lower Group

Top:
LIDO HOTEL
DALLAS
MAYFAIR

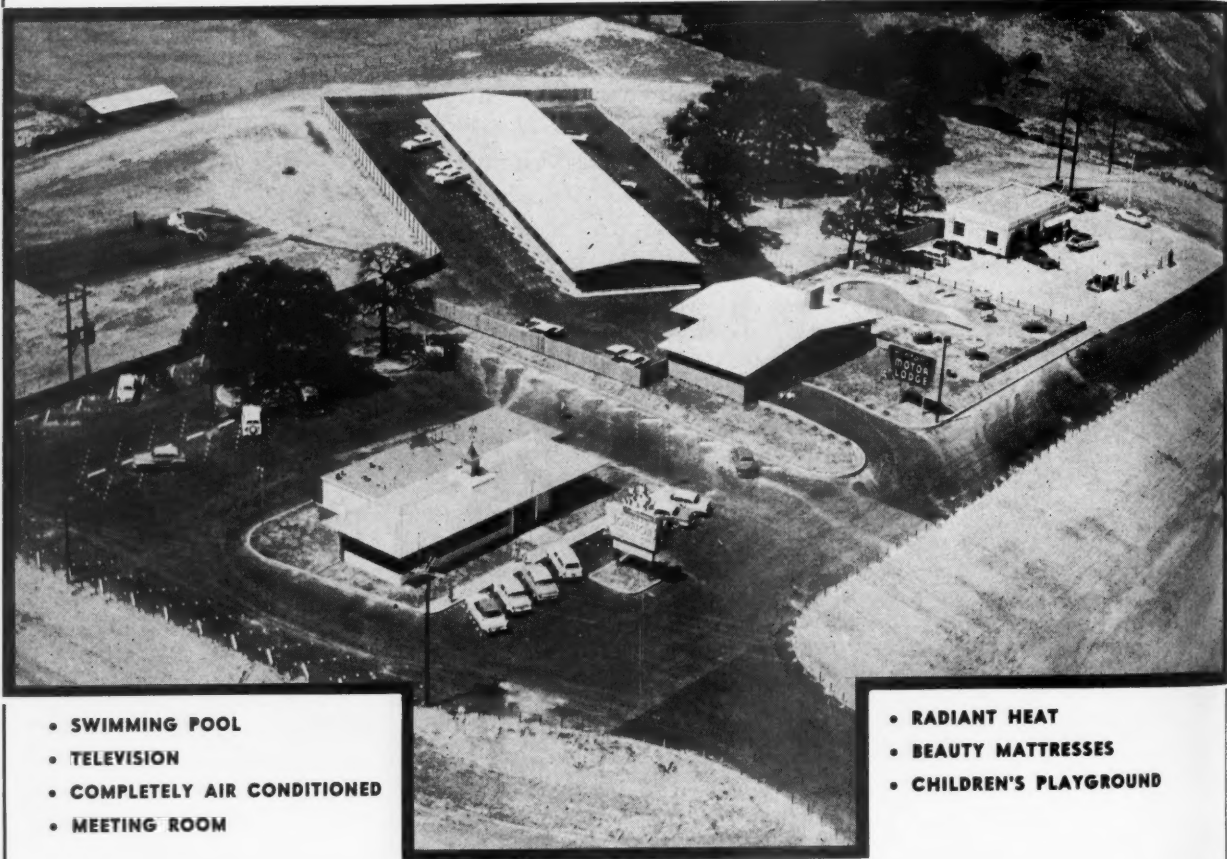
Center:
LOWING
WHITING
LYNN
HIGHLAND
MIRAMAR

Bottom:
WYNNEWOOD
CLIFF TOP
CLIFFTON
TEXAN



For the convenience of our guests

||| **HINTON'S MOTOR LODGE** ||| **HOWARD JOHNSON RESTAURANT**
||| **TEXACO SERVICE STATION** ||| **HELIPORT**



- SWIMMING POOL
- TELEVISION
- COMPLETELY AIR CONDITIONED
- MEETING ROOM

- RADIANT HEAT
- BEAUTY MATTRESSES
- CHILDREN'S PLAYGROUND

Newest and finest in the Dallas area

HINTON'S MOTOR LODGE

TED HINTON, OWNER

LOOP 12 AT HIWAY 183 • IRVING, TEXAS

For reservation call Dallas — RI-1535 or Irving — BL 3-1176

Seven miles from downtown Dallas

City Hall Report

(Continued from Page 35)

Engineering contracts to be completed this fall have been awarded for the following street and highway projects:

Harry Hines and Inwood Road Traffic Interchange which will eliminate a serious bottleneck.

Haskell Avenue from Dolphin Road to East Grand. This will mean the opening of a new divided thoroughfare from East Grand to Buckner Boulevard. Construction on Military Parkway has already been completed from Dolphin to Buckner.

Illinois from Zangs to Britton which will complete resurfacing of Illinois from Lancaster to Zangs.

Marsh Lane, Northwest Highway to Walnut Hill.

Sylvan Avenue, from Fort Worth Avenue to T&P Railroad. This will fill in the last gap in the six-lane Sylvan Avenue thoroughfare which will extend from Singleton to Colorado.

Hillcrest Avenue, from Northwest Highway to Royal Lane. This calls for a six-lane divided highway to serve the area north of Northwest Highway.

★

All of the 206 petitions for the paving of residential streets which were filed and approved prior to March 1 will be completed with the funds approved in the bond election of last January 31. The petitions have been accumulated since April, 1953, and represent the largest block of petitions in any one program in the city's history. All the streets are expected to be complete or under construction by the end of 1957.

A breakdown of the petitions to be completed shows 111 are in Oak Cliff, 38 in North Dallas, 31 in South Dallas, 10 in South Dallas-Pleasant Grove, 6 in Pleasant Grove and 10 in Northwest Dallas.

★

Membership

(Continued from Page 49)

Gerald D. Mullikin, M.D., 915 St. Joseph (D. W. Munsell, M.D.)

Wholesale and Distributing

Crockett-Lund Company, 2204 Griffin; John Crockett (John Leedom)

Glick Millinery Company, Inc., 917 Commerce; Louis Glick (H. M. Russell)

Industrial Marketers, Inc., 1125 Republic Bank Bldg.; James P. Donovan (Jim Layne)

American Distilling Company, 6106 Woodland; Julian E. Kahn (Pat Hall)

Century Distributors, Inc., 137 Glass; Sidney N. Gitelman (S. C. Willis)

Alfred Einsohn, 858 Merchandise Mart (Max Goodman)

Norman & Schaen Company, 1504 Young; Jay Norman (Rush Carter)

American Associated Companies, 3216 Ross; Joe W. Hunt (Don Kerr)

Roy Jacobs Company of Dallas, 2518 Cedar Springs; Roy L. Jacobs, Sr. (Don Kerr)

Harold Torian & Associates, 326 Rio Grande Bldg.; Harold Torian (Andy Kovich)

John K. Burch Company, 110 Howell; George G. Scott (S. J. Billingsley)

E. F. Hauserman Company, 5622 Dyer; J. L. Darwin (Jim Layne)

A. B. Dick Company, 909 Adolphus Tower; Norman H. Vanek (Watson Tillman)

Simmonds Aerocessories, Inc., 214 American Bank & Trust Bldg.; Harlan C. Pringle (H. E. Wellborn)

Carroll Fire Equipment Company, 6227 St. Moritz; H. T. Carroll, Jr. (Harry Bray)

J. Louis Simpson Company, P.O. Box 12125, Preston Station; J. Louis Simpson (Harry Bray)

Universal Enterprises, 9112 Sovereign Row; Roger Ringley (Ralph Breum)



*reliable
Texan*

TEXAS EMPIRE LIFE
AND ACCIDENT INSURANCE COMPANY

Hilton Painter, President

Dallas

Inviting Visitors with Particular
Taste in Fine Foods

**PAR EXCELLENCE
FRENCH CUISINE**

★

Piano Music and
Continental Atmosphere

**CLOSED SUNDAYS
OPEN 6 P.M.**

Phone JU-0032 for Reservations

(Gentlemen Required to Wear Coats)

OLD WARSAW
3914 CEDAR SPRINGS

Dallas

MARKETS

Fashion is BIG BUSINESS in the Big "D"

One week every year in January, May, August and October is known as Market Week. Each Market has special features that make it different from the others. The Fall and Back-to-School Market, held May 27 to June 1 had a number of outstanding features. Not the least of them was the fact that it was the largest May Market on record to date. In terms of selling merchandise, a large crowd of buyers means big business. It is estimated that 10,000 attended this Market and spent more than \$35 million for women's and children's wear which was exhibited in the Merchandise Mart, and in the Adolphus, Baker and Dallas Hotels.

The American Fashion Association, Market Division of the Dallas Chamber of Commerce was responsible for exhibits at the Adolphus and the Baker. The Crystal Ballroom of the Baker Hotel was filled to capacity on Monday and Tuesday eve-



FALL FASHIONS in evening gowns on the runway in the Crystal Room of the Hotel Baker.

nings, May 28 and 29 for the Sales Merchandising Clinic.

Paced by the sparkling commentary of Mrs. Evelyn Lambert, fashion director of the American Fashion Association, the Clinic presented dresses, coats, suits, evening gowns and sportswear. And hats! Mrs. Lambert stressed the need to "dramatize, dramatize, dramatize." The colors shown emphasized the dramatic appeal of fall and winter fashions—rocket red, electric blue, candlelight brown and black sparked with white.

To get back to the hats: Mrs. Lambert

admitted that there would probably be some reluctance on the part of the average buyer since there is definitely "more hat" for fall and winter 1956. And skirts will be shorter! Adaptations of the Empire and Directoire lines result in a softer tempo in dresses.

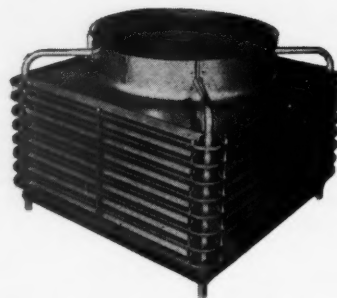
In the merchandising manual given to all who attended the Clinic there were actual swatches of materials used in the clothes that were modelled. While cotton with the worsted look, and silk tweed represented interesting new fabrics, the old standbys of wool, corduroy, silk and a



ALL-NEW Janitrol

Win-Sum Matic

HEAT, AND COOL
IN 4 1/2 SQ. FT.



CATLETT ENGINEERS, INC.

9020 Garland Road

FA-2693

Markets

Celanese Arnel and rayon were also shown. Furnishing Milady's wardrobe will keep many mills humming, as evidenced by the interest shown by buyers at the recent Dallas Market.

One of the most pleasant experiences for buyers and visitors to the Dallas Fall and Winter Market was a visit to the Merchandise Mart.

Here, under one roof — eight floors — 500 exhibitors showed the latest fashions in fall apparel during the recent Market sponsored by the National Fashion Exhibitors.

One retailer was overheard remarking that there is nothing in the United States to compare with the Mart — and Dallas is twenty years ahead of other cities in this respect.

In addition to air conditioned showrooms, visitors enjoyed the many "plus-facilities" of the Mart such as the buyers' lounge on the fourth floor, which is complete with large comfortable chairs, writing desks, beverage dispensers and telephone service. The cafeteria dining room and the snack bars were well patronized, as was the post office.

Carnival fun was added to the showing of fall fashions. The Mart lobby was converted into a "Big Top" with the Mart doorman and elevator operators dressed as clowns. The "girl on the flying trapeze"

swung gaily over the heads of the crowds. And cute little Honey Bears from Georgetown, British Guiana were given away in daily drawings.

Perhaps one of the most gratifying features of the Market at the Mart this May was the addition of the 500-car parking garage. Record breaking crowds mean record breaking traffic and the Mart has established another "high" with their handling of both.

From North, South, East and West (and from our neighbor, Mexico) they came. They came, they saw and they bought. More hotel facilities, and better parking facilities made it possible for

Dallas to be host to an even larger market than in the past sessions. The Fashion Business is indeed BIG BUSINESS in the Big "D."

The next session will be known as the Mid-Winter and Holiday Market and will take place August 19 to 24.

"Christmas in August" will be the theme of the Sales Merchandising Clinic to be conducted by the American Fashion Association. At this clinic, along with gowns and costumes for winter and holiday wear, will be displayed "suggestions to Santa" in the form of luxury lounge wear.

CARNIVAL ATMOSPHERE in the lobby of the Merchandise Mart



For a Family Car or a Fleet... Buy Frigiking!



WHO...ME?

Yes YOU, TOO,

CAN NOW AFFORD TO

AIR CONDITION

Your Car

WITH

NEW FrigiKing

WITH EXCLUSIVE

MAGNETOUCH

AND AUTOMATIC ELECTRIC CLUTCH

America's lowest-cost, high-capacity unit now adds this special feature — Magnetouch — that lets you select the cooling temperature you personally prefer. And no more freezing of coils on trips. Ask for FREE demonstration.

ONLY

\$298⁰⁰

Plus Installation

MANUFACTURED BY FRIGIKAR CORP., DALLAS, TEXAS

DALLAS • JUNE, 1956

Proved Profit-Boosting IDEA for Fleet Operators

Aggressive, enterprising operators of car and truck fleets — like E. I. DuPont, Schlitz Brewing, Shell Oil, Morton Foods, and Chance Vought Aircraft — credit FRIGIKING and FRIGIKAB with phenomenal business accomplishments such as:

Summer Sales Increased 25%!

N. A. Cadell, Vice President in Charge of Sales for Morton Foods, Dallas, Texas, acclaims FRIGIKING greatest sales and morale builder in his experience. A fleet installation of 40 Frigikings gets credit for upping 1955 summertime sales 25%.

Truck Delivery Time Slashed 20%!

Grant Bunnell, Transportation Supervisor, Chance Vought Aircraft, Dallas, Texas, claims cross-country delivery of Regulus guided missile to Edwards Air Force Base, California, now only four days instead of five—since tractor cabs air conditioned with FRIGIKABS. A saving of fifty to sixty dollars a trip in operational costs alone, not including depreciation. Now, drivers stop less frequently for cold drinks and rest from exhausting summer heat.

—INVESTIGATE Today!

Frigikar Corporation, 1602 Cochran, Dallas, Texas

I, too, have a fleet of ☐ Salesmen's cars ☐ Trucks ☐ Other.
Send details relating how Frigiking and Frigikab might help me.

Name _____ Title _____

Company _____

Address _____

City & State _____

Dallas

AVIATION

Crusader Details Disclosed. The U. S. Navy for the first time has disclosed some of the details of a two-position incident wing which enables Chance Vought Aircraft's faster-than-sound F8U-1 Crusader to operate not only at supersonic speeds but also at the comparatively low speeds required for aircraft carrier landing operations.

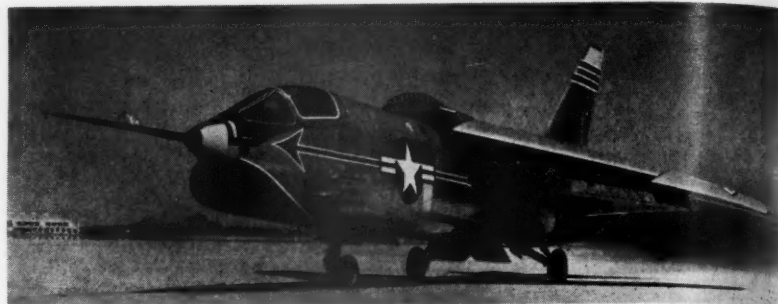
The Crusader has a two-position wing which is hinged at the rear and raises in front for takeoffs and landings. This makes it possible for the fuselage to be almost parallel to a flight deck or runway while the raised wing supplies the angle of attack necessary for flight.

★

New Airliner Placed in Service. The first of its fleet of nine DC-6 air transports to be completed under a \$1,200,000 modification program, has been placed in service on Braniff International Airways domestic schedules.

The major improvements include the installation of more powerful engines and the entire re-design of cabin interiors to provide passengers with quieter, more comfortable flights.

The world's newest, largest and longest-range commercial transport planes, the DC-7C has been declared ready for service by the Civil Aeronautics Administra-



Chance Vought Aircraft's F8U-1 Crusader

tion. The 350-mile per hour airliner has a range of more than 5,000 miles. Braniff has seven of these DC-7Cs on order, delivery of which will begin in September.

★

Temco Develops Aerial Drone. Temco Aircraft Corporation has disclosed details of a company-developed aerial drone system now being used by the U. S. Army Signal Corps.

Robert McCulloch, president of Temco, said the pilotless system consists of an L-17 aircraft modified for phototelevision-drone operation; a unique automatic pilot which provides effective remote control of the drone by means of on-off type radio signals, and a rugged, compact ground control station which may be transported in a jeep.

Within six months after development work began, July 1, 1955, the drone prototype made its first flight. Since then, four drone aircraft and two ground control stations have been delivered to Signal Corps laboratories at Fort Monmouth, New Jersey, and Fort Huachuca, Arizona.

Trans-Texas Starts New Flights. Friday, June first, marked the inauguration of a number of new flights and improved services affecting over 25 cities served by Trans-Texas Airways.

The new routes and improved services will add over 2,000 air miles daily to the airline's rapidly expanding system.

With the new flights to Waco and Temple, Trans-Texas Airways will have 42 stations over its four-state system of Texas, Arkansas, Louisiana and Tennessee. Also after June 1, the airline will be serving a total of 55 cities, including the border cities in Mexico of Reynosa, Nuevo Laredo and Juarez.

★

Temco Gets Prime Contract. Temco Aircraft Corporation, Dallas, has been awarded an Air Force prime contract which increases by several million dollars in backlog of orders for North American F-100 "Super Sabre" pylon assemblies.

The new order is in addition to the contract under which Temco has manufactured the pylons for North American Aviation's Columbus, Ohio, division since July, 1955.



...a team to bring you
AMERICA'S FINEST

- Local and Nationwide Moving
- Storage & Packing
- Rug & Upholstery Cleaning
- Business Files Storage

EXCLUSIVE DALLAS AGENT FOR MAYFLOWER

"WE GUARANTEE TO PLEASE"

2320 GRIFFIN ST. • PHONE RI-6515

AMERICAN TRANSFER and STORAGE company

Dallas

CLUBS

Engineers Elect Officers. New officers elected by the North Texas Section of the American Society of Mechanical Engineers include Irving H. Comroe, chairman; John M. Stevenson, vice-chairman; and W. C. Millis, secretary-treasurer.

M. Comroe, a consulting metallurgical and mechanical engineer, is vice-president of Frozen-Rite Products, Inc., of Dallas. Mr. Stevenson is associated with Continental Supply Company, and Mr. Millis represents Cowles & Company.

★

Training Directors Name Officer. Fred M. Wilburn, Jr., assistant director of employee relations, Oil Well Supply Division of U. S. Steel Corporation, has been elected regional vice-president of the American Society of Training Directors.

★

Masons Elect Worshipful Master. Jack T. Starks of 1018 Hartsdale has been elected worshipful master of Gibraltar Masonic Lodge 1179.

Other officers elected for the 1956-57 year include R. L. Timby, senior warden; C. O. Cauley, junior warden; C. M. Boatright, treasurer; and Byrd Webb, secretary.

★

Auditors Name Officer. Robert I. Maloney, accounting supervisor for the Dallas office of Southwestern Bell Telephone Company, has been elected Southwest regional vice-president of the Institute of Internal Auditors.

★

Toastmasters Install Officers. Allan Eubank has been installed as president of the Downtown Toastmasters Club, with Bob Cowan, assistant area governor officiating at the ceremonies.

Taking office with Mr. Eubank were Gene Clark, administrative vice-president; Don Newbury, educational vice-president; H. H. Kadane, secretary-treasurer, and Ken Graf, sergeant-at-arms.

James Bradley has been installed as president of the Lone Star Toastmasters Club.

Other Lone Star officers installed include Parker Hunt and James Miles, vice-presidents; Bob Sargent, secretary; Joe Cunningham, treasurer, and Richard Shockey, sergeant-at-arms.

Cosmopolitans Set Installation. Dr. A. W. Percy has been installed as president of the Cosmopolitan Club of Dallas at ceremonies at Glen Lakes Country Club.

Other new officers of the club are C. R. Leatherwood, first vice president; A. W. Todd, second vice president; A. C. Schwarz, Jr., secretary; A. W. Berry, treas-

urer; Dawson Smith, sergeant at arms; Thomas Fowler, bulletin editor, and John Marlowe, publicity.

★

Dry Goods Association Elects Dallasite. G. Milton Threadgill, A. Harris & Co., has been elected a director in the Men's and Boys' Wear group of the National Retail Dry Goods Association.

LANDAUER and SHAFER

CONSULTING ENGINEERS

*Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing
Design and Supervision*

4801 Lemmon Avenue

LO-8351 JU-9562

Dollars Do Double Duty



Premium dollars invested with Southland Life provide future security and income for American families. But that's not all . . . these premium dollars, reinvested, provide funds to build homes and to finance the growth and development of America.

At the beginning of the year Southland Life had \$89,098,141 invested in mortgage loans on homes, farms and ranches; \$20,081,793 in Government Bonds; \$34,353,222 in municipal, industrial and other bonds; and \$11,712,392 in bank and industrial stocks.

For the security it affords to American families, for the contribution it makes to the growth and development of the Nation, you can depend on Southland Life.

Over . . .
ONE BILLION DOLLARS
INSURANCE IN FORCE

60 Branch Offices

Southland
Life Insurance

Serving
Since
1908

Company

Home Office • Dallas

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP

Clubs

Mental Health Unit Elects Officers.

W. R. Ransone, Dallas geophysicist, former vice-president, has been elected president of the Dallas Mental Health Society.

Other new officers elected include Robert L. Solender, vice-president; Mrs. Lawrence E. Marcus, secretary, and Frank H. Heller, treasurer.

Board members are Robert V. Bender, Lyman E. King, Julius Raden and Miss Vina Stockbrand, one-year terms; W. K. Manning, Mrs. Fred A. McCabe, H. B. Simmons and Marvin Wise, two-year terms; and Rev. W. H. Dickinson, Jr., Dr. Carmen Miller, Miss Margaret Moulton and Toddie Lee Wynne Jr., three-year terms.

★

Texas Chamber of Commerce Group Elects Dallasites.

The Texas Chamber of Commerce Managers Association, meeting in Beaumont, has elected two Dallasites to key positions.

Mrs. Emma Reid of the Fair Park Chamber, was named a director, and Lex James, of the North Dallas Chamber, retiring secretary-treasurer of the association, became a member of the board of directors.

Advertising Association Elects Officers.

The Southwestern Association of Advertising Agencies, at their Dallas convention, elected Thomas L. Yates president. Mr. Yates heads the Thomas L. Yates Advertising Agency, Fort Worth.

Bob Burke, of R. J. Burke Advertising, Inc., Dallas, was elected vice-president.

★

Legion Post Installs Officers.

C. O. Matheson, 626 West Pembroke, has been installed as commander of Wynnewood American Legion Post No. 511 by Charles L. Downey of Pleasanton, department commander, American Legion of Texas.

★

Lions Club Elects President. Dr. W. C. Sellman, Jr., has been elected president of The Lions Club of Dallas for 1956-57.

Elected to serve with Dr. Sellman were William R. Weston, first vice-president; Dr. Frank L. Williams, second vice-president; John L. Holmes, secretary-treasurer; Jacques Villers, tail twister; Malcolm G. Hunter, lion tamer, and directors, Dallas J. Clements, J. S. Cook, R. W. Smith, George R. Crowds, Judges Charles E. Long, Troy M. Ogilvie and Luke Bolin.

Hardware Group Names Head.

P. L. O'Brien of Wynnewood Hardware Company has been elected president of the Dallas County Independent Retail Hardware Association.

Also elected were Bob Lindop, Jr., of Lindop Hardware Company, vice-president; Sam Arons of Santa Fe Hardware Company, secretary-treasurer; and Frank Greenhaw of McWorter & Greenhaw Hardware Company and Fred Held, Jr., of Knox Street Hardware Company, directors.

★

Auditors Elect President.

Roy L. Smith has been elected president of the Dallas Chapter of the Institute of Internal Auditors for 1956-57.

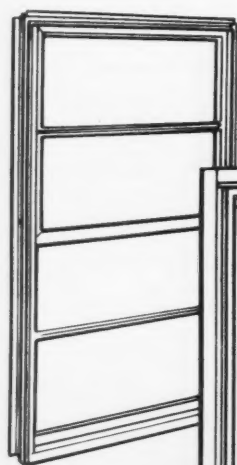
Other officers named include J. A. Kincaid, vice-president; John C. Booth, Jr., secretary; Robert Hill, treasurer, and Albert D. Hancock, governor.

★

Dallas Club Names Head.

Frederick M. Mayer, president of the Continental Supply Company, has been elected president of The Dallas Club.

Also chosen were John W. O'Boyle, first vice-president; Hugh D. Dunlap, second vice-president; James S. Hudson, treasurer, and Dwight L. Simmons, (re-elected) secretary.



Headquarters for CUPPLES Aluminum Windows

Double hung, picture windows, sliding windows, awning windows — the name specified by more and more architects and contractors is "CUPPLES"! Every unit carries the A.W.M.A. seal for strength, air infiltration, and materials — confirmed by the Pittsburgh Testing Laboratory.

Despite the high quality, Cupples windows are surprisingly low in cost, and readily available from...



BLUE DIAMOND COMPANY

Serving the Building Industry Since 1924

Telephone HA-8-1331

2722 Logan Street

Dallas 15, Texas

Clubs



New Real Estate Board Officers

Harold F. Carmichael, left, president of the Dallas Real Estate Board, congratulates im Akins, second from left, upon his election as the 1956-57 DREB president. Mr. Akins and other newly-elected officers of the Dallas Board will be formally installed and take office next September. DREB officers in the group being congratulated by Mr. Carmichael include, from left to right: Mr. Akins, Bill Renick, executive secretary; Alton Miller, first vice-president; Fred Peek, secretary-treasurer, and DeWitt Knapp, second vice-president. The 1956-57 officers of the Board were chosen by DREB members at their final regularly-scheduled luncheon meeting in June before the weekly membership meetings were recessed for the summer months.

Petroleum Group Organizes. Industry-wide organization of the Petroleum Diamond Drilling Association has been perfected with the election of officers and selection of Dallas as base headquarters.

With 15 companies represented, the association has as its objectives the exchange of ideas through discussion of problems peculiar to tool design and manufacture of rig-side services rendered.

President of the new association is Carroll Deely, Drilling & Service, Inc., Dallas. Vice-presidents are Ed Williams, Jr., Williams Bit & Tool Company, Greenville; J. C. McNeal, Hillmac Corporation, Midland, and Barney Haffner, American Coldset Corporation, New York. C. C. Miller, Diamond Contractors, Ltd., Dallas, is secretary and treasurer.

★

Dallas Dentist Named Head of State Group. Dr. Roscoe Tipton has been chosen president-elect of the Texas Dental Association and will take office at the association's 1957 convention in Houston.

A member and past president of the Dallas County Dental Society, Dr. Tipton has been practicing here since 1918, following his graduation from old Baylor Dental College. He is a member of the American Academy of Restorative Dentistry and the American College of Dentists.

Art Group Elects President. Maurice Purnell, an attorney with the legal firm of Locke, Locke and Purnell, has been elected president of the Dallas Art Association, trustee for the Dallas Museum of Fine Arts.

Other officers elected were Jerome K. Crossman, first vice-president; Eugene McElvaney, second vice president; Mrs. George W. Works, Jr., corresponding secretary; Mrs. Dale Heard Lambert, recording secretary; and J. H. Warner, treasurer.

★

Surgeons Elect Dallas Doctor. A Dallas urologist, Dr. Harry M. Spence, has been named president of the Fourth District of the Texas chapter of the American College of Surgeons during a one-day session at the Statler Hilton Hotel.

Other officers elected were Dr. Collier M. Rucker of Jacksonville, vice-president; Dr. Dale J. Austin of Dallas, secretary-treasurer; and Council Members Dr. Elbert H. Caldwell of Tyler, Dr. Comer F. Goff and Dr. Robert S. Sparkman of Dallas.

Two governors elected to office were Dr. J. Paul North and Dr. Frank H. Kidd, Jr., both of Dallas.

★

Photoengravers Elect Dallas Man. Roy Blanks, general manager of Blanks Engraving Company, Dallas, has been elected vice-president of Southwestern Photoengravers Association.

planned printing SAVES YOUR MONEY!

It pays to plan
with

DALLAS' PIONEER MODERN
OFFSET PRINTING PLANT



THE **McCULLERS** PRESS
RI-4417 RI-4419

APPRAISALS

Over 20 years of successful

REAL ESTATE
APPRAISAL SERVICE

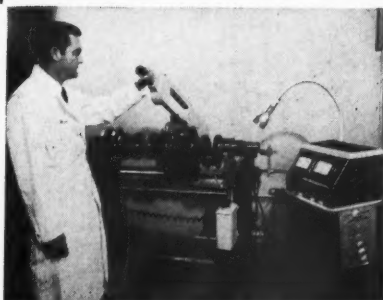
For Life Insurance Companies,
Banks, Attorneys, Individuals

**H. W. DUNHAM
& Associate**

Member—American Institute of Real Estate Appraisers,
Society of Residential Appraisers, Dallas Real Estate
Board

623 Wilson Bldg. Phone RA-8011

Precision, Dynamic and Kinetic Balancing



Complete Balancing for Automotive
and Industrial

Speed Shops • Refineries

Engine Rebuilders • Instruments
Aircraft Plants

Electric Motor Balancing
For Repair Shops

**DALLAS ELECTRONIC
BALANCING CO.**

1618 N. Industrial Phone RA-3087

W. H. DANIELL, President

Dallas

RELIGION

Baptists Map Construction Program. Texas Baptist leaders and architects recently met in Dallas to plan a building program that will see the construction of more than 100 new churches and school facilities before the end of the year.

A dozen church leaders were joined by 82 architects from throughout the state in a two-day session at Dallas' First Baptist Church to plan the new buildings outlined by the Baptist General Convention of Texas. The theme of the seminar was "building for the future."

Presiding over the meeting were Dallas Architect Adam Bliss, Lubbock Architect Herbert Brashear and Hooper Dilday, associate director of the convention's Sunday School department.

The massive building program was prompted by the denomination's growth which has averaged two churches per week. To meet the costs, Texas Baptists will have received some \$71,000,000 in gifts by the end of the year.

New Sanctuary Opened. Members of the Casa Linda Methodist Church marked the fifth anniversary of their church with the formal opening of the new \$92,000 sanctuary and educational building at 1800 Barnes Bridge Road.

The new sanctuary will seat 420 persons, and the new educational facilities will allow doubling the church's Sunday school attendance by raising church school accommodations to more than 600 persons.

Rev. Lee A. Bedford, Jr., is pastor of the church and Rev. G. H. Pat Etheredge is associate pastor.

Ministers Break Ground. Dr. L. N. D. Wells, pastor of Greenville Avenue Christian Church, was one of thirty ministers who shared in groundbreaking ceremonies for the new bedside care unit of Juliette Fowler Home for the Aged, 100 South Fulton.

Church Drive Started. Parishioners of Our Lady of Guadalupe Roman Catholic Church are conducting a \$250,000 campaign to erect a new building for the 42-year-old Dallas church.

The church is now located at 2501 North Harwood, and is under the direc-

tion of Rev. Sebastian Valles, pastor, and the Order of Discalced Carmelites.

The proposed building will be styled after its namesake in Mexico City, with three altars and a seating capacity of six hundred.

Robert Bautista is campaign chairman with headquarters at 2503 North Harwood.

Church Dedicates New Wing. Three days of dedication marked the formal opening of new fellowship and educational facilities at Central Christian Church, 4711 Westside Drive.

An open house followed the dedication service for the entire new wing, including the center, the hall and parlor, educational rooms, and a little church for children.

Church Groundbreaking Held. The Richardson Heights Baptist Church has broken ground for the first unit of its building project at Belt Line and Floyd Roads.

The initial structure will consist of a 250-seat auditorium and classroom building to cost \$30,000. The plans also call for a large auditorium in the center, and a two-story wing on the right.

*Need Extra Floor Space?
Get It at No Extra Lease Cost!*



For hospitals, schools, restaurants, hotels, churches—in shops or offices — Foldoor is the economical and good-looking answer to your needs. There's a type, size and color for every purpose. Call Dick Knight, Macatee specialist, for complete information.

FOLDOOR makes *Floor Space Dollars* *Go Farther!*

Foldoor can save you at least 7 square feet of floor space when used in place of conventional swing-type doors. Foldoor is exceptionally flexible, too. As a movable wall, it can divide large rooms into small rooms — create private offices or open up to auditorium size when and as it's needed. And saves wall and partition costs! No need for extra hardware — it's all included in Foldoor's low price. No need for extra finishing — new vinyl fabrics are smart, designed to go with modern furnishings and colors — and they're durable, washable, fire-resistant.

Sold by

MACATEE, INC.

4703 Bengal • Phone LO-5291 • Dallas, Texas



New-Formula **UNIFLO** is the motor oil **BEYOND COMPARE**

Uniflo was the first multiple-grade motor oil offered to motorists . . . Now, a new formula marks an outstanding improvement in this outstanding oil . . . Truly, New-Formula Uniflo is the motor oil beyond compare.

Compounded like a Prescription

In the new formula, Humble first refines a premium-price crude oil to produce the base stock for Humble Uniflo.

Next, Humble researchers, working with the care of a pharmacist preparing a prescription, use a new formula to compound Uniflo's base stock with special chemical additives that give Humble Uniflo special qualities.

You Profit from Using New-Formula Uniflo in Your Car

First, you use one grade of Uniflo winter and summer. It is recommended for every SAE number from SAE 10W through SAE 30!

Second, Uniflo is such a superior lubricant that you

cut friction wear in your car's engine to a minimum: the engine lasts longer and runs better.

Third, Uniflo so effectively reduces "motor oil drag" that your car's engine uses the power in your gasoline more efficiently. You get more power and improved gasoline mileage.

Finally, Uniflo is, of course, an HD (Heavy Duty) oil, anti-acid, detergent, a superior lubricant and cooling agent.

HUMBLE OIL AND REFINING COMPANY



See the Humble dealer in your neighborhood for a quick change to New-Formula Humble UNIFLO — the motor oil *beyond compare*.

LUMBER LARGE AND COMPLETE STOCKS

YELLOW PINE, WHITE PINE, FIR, OAK, PLYWOOD

SPECIAL ATTENTION GIVEN TO INDUSTRIAL
AND DEFENSE PLANT ORDERS

OLDHAM LUMBER COMPANY

927 South Haskell Avenue

Phone TAYlor 5194

**20 YEARS of
AIR CONDITIONED
CUSTOMERS**

(ALL HAPPY)



MATTHEWS ENGINEERING CO.
2122 OLIVE • RI-5166

Airtemp
DIVISION
CHRYSLER CORP.

TWIST DRILLS

Briggs-Weaver
stocks the finest!

CLEVELAND



OUR 60TH ANNIVERSARY

BRIGGS-WEAVER

MACHINERY COMPANY

DALLAS

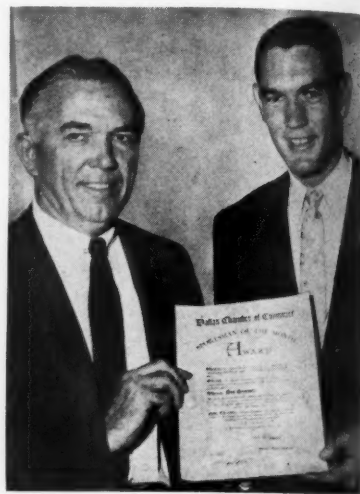
HOUSTON

FT. WORTH

Distributors of Industrial Machinery-Supplies-Tools-Equipment - Since 1896

Dallas

SPORTS



Sportsman of the Month. Don Stewart, SMU freshman, was presented the Dallas Chamber of Commerce Sportsman of the Month award by Curtis Stanford. Eighteen-year-old Don won this honor by first breaking the National Collegiate High Jump Freshman Record and then breaking his own record. His first jump was 6 feet 8 $\frac{3}{4}$ inches at the Southwestern Recreational Meet March 7th in Fort Worth. At the Triangle Meet between the SMU, TCU, and Baylor freshmen Don jumped 6 feet 10 $\frac{1}{4}$ inches, the highest anyone has jumped in the world this year.

★

Thomson Winner in Playoff. British Open Champion Peter Thomson of Australia birdied two holes in a row in a sudden death playoff with Cary Middlecoff and Gene Littler to win the \$70,000 Texas International Open golf tournament here.

Thompson rolled in a side-hill 20-foot putt on the treacherous second hole in the three-way showdown for a first place check of \$13,478 after the trio had tied with 72-hole totals of 267, 13 under par, at Preston Hollow Country Club.

Littler and Middlecoff split second and third place money to earn \$5,778.50 each. Littler's four rounds were 64-66-67-70.

It was Thompson's first triumph in four tours in the United States. He was second in three events last year, the Greenbrier, Palm Beach and Seminole. His rounds were 67-69-69-63.

DALLAS • JUNE, 1954

Sports

January Wins Golf Championship.

Don January of Dallas blasted in a 25-foot eagle from the sloping bank of a sand trap on the final hole to capture the \$30,000 Dallas Centennial Open golf championship at Preston Hollow Country Club.

Backed up against the wall in one of the most dramatic golf tournament finishes in Texas history, January exploded the ball with a sand wedge to the green and it took one short bounce into the cup to give the former North Texas State golfer a storybook 67 and a 72-hole total of 268. The victory, his first since turning professional a year ago, was worth \$6,000.

Doug Ford and Dow Finsterwald tied for second with 269's to win \$2,700 each. Ford scored 67 and Finterwald 69 on the final round.

★

Davis Goldman Captures TGA Crown.

David Goldman, Jr., of Dallas, wrote a new page in the history book of the Texas Golf Association when he succeeded his father as state champion.

Young Goldman toppled favored Jimmy Hiskey, 2 and 1, in the 36-hole title battle between 19-year old collegians at Dallas Country Club. Never before had a father and son won the TGA event in successive years.

Until his recent triumph, young Goldman's only titles had been won in The Times-Herald-sponsored city junior tournaments. The new champion is a mechanical engineering sophomore at SMU.

★

Savitt Wins Tennis Crown.

Dick Savitt came from behind to whip Bernard (Tut) Bartzen and win the singles title of the Greater Dallas Tennis Championships at Northwood Club.

Savitt lost the first set, 2-6, but took the next two sets by 7-5 and 6-1 scores. It was his fourth straight victory in the tourney.

★

Top Women Golf Pros to Play Here.

Dallas golf fans can look forward to seeing the nation's top women golf pros in action here annually.

That was the report from the Dallas 20-30 Club on the heels of Patty Berg's playoff victory in the initial Dallas Women's Open.

Dr. Charles Yates, president of the sponsoring 20-30 Club said that the tournament definitely will be held here again next year. Club members are confident of being able to make the tournament a very profitable one for the Dallas Council for the Deaf.

CHAIRS BANQUET TABLES FOLDING CHAIRS FOR RENT

We Can Seat from 1 to 1,000 People
Indoors or Outdoors — For Parties
Banquets — Conventions — Meetings, etc.

RA-9083

Cannon Ball Chair Rental Co.

3101 N. Harwood

INSURANCE AND BONDS



Dallas Smith



Porter Ellis



Willard Crotty

Ellis-Smith and Company

THOMAS BUILDING • SINCE 1921 • PHONE RA-8427

Motel HIGHLAND

6815 HINES BLVD. — U. S. HWY. 77

COMPLETELY AIR CONDITIONED

- MUSIC BY MUZAK
- 30 ROOMS
- CAFE SERVICE
- FAMILY APARTMENTS
- SWIMMING POOL
- PRIVATE PLAYGROUND
- SUN DECK
- TV (IN EVERY ROOM)
- PRIVATE PHONES
- PANELRAY HEAT

FOR RESERVATION DIAL FL 7-3896

OWNED AND MANAGED
BY BURL GIBSON

REST...RELAX in comfort



FORREST AND COTTON

Consulting Engineers

Procterian Building

Phone RA-4341

Dallas

Hudson & Hudson

Industrial and Business Properties
Sales, Leases and Management
1225 Mercantile Bank Building

PHONE RI-9349 — DALLAS

Alex D. Hudson, Jr.

James S. Hudson

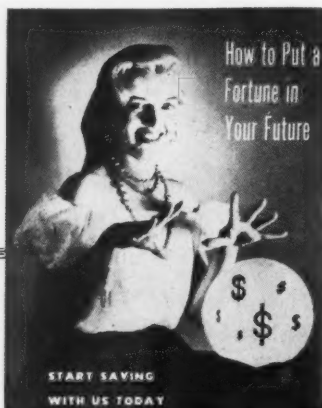
SACKS EMPLOYERS SERVICE

37 Years in Dallas
437-B WILSON BLDG.

PR-0694

OFFICE • SALES
TECHNICAL

TEXAS' OLDEST EMPLOYMENT AGENCY



3% Current Rate

- ★ Maximum Returns
- ★ Sound Management
- ★ Insured Safety
- ★ Convenient Location

Open Your Account Today!

AMERICAN SAVINGS

AND LOAN ASSOCIATION

Corner Commerce & Ervay Streets
Dallas • RI-4191

Dallas Has Never Been Dull

(Continued from page 11)

Field was originally listed as president of the Oriental but at the turn of the century, control had apparently shifted to St. Louis interests and S. E. McIlhenny was listed as manager.

In 1902 Dallas entertained one of its biggest conventions of all time, The Confederate Veterans Annual Reunion. More than 3,000 veterans and 100,000 visitors attended. To relieve the housing shortage, owners of palatial homes invited the visitors to tent on their spacious lawns. Since it was lovely spring weather, the plan worked. Dallas planked down \$58,000 expenses for this convention. In 1907, the Hotel Southland opened and Otto Herold took over as manager of the Oriental Hotel. In 1908 Dallas entertained the national convention of the Benevolent and Protective Order of Elks. A mammoth welcome arch was built across Commerce Street in front of the Oriental Hotel.

Dallas took a tremendous step forward in its hotel development in 1912 when the Busch Interests built the first section of the Hotel Adolphus. This was Dallas' first million dollar building and Alvah Wilson was its first manager. That same year Dallas entertained the convention of the Associated Advertising Clubs of the World. This group returns in 1958 as the Advertising Federation of America on the fiftieth anniversary of the founding of the Dallas Advertising League.

In 1913, Dallas entertained the national convocation of the Shriners and in 1917, Charlie Mangold opened the Jefferson Hotel. The Waldorf Hotel (now the Bluebonnet) came into the Dallas hotel picture in that same era and its desk clerk was a young man destined for future greatness in the hotel business, Conrad Hilton. In 1920, he became manager of the Waldorf and in 1924, president of the Waldorf Hotel Company.

The convention department of the Dallas Chamber of Commerce was organized in 1924 and Z. E. Black left his duties as Editor of DALLAS to head up the new department. That year Dallas entertained the national convention of the American Dental Association (which will be here again in 1958) and the United Confederate Veterans came back. The Old Oriental Hotel was being razed and the five-million-dollar Baker Hotel opened in 1925 with T. B. Baker as President and Fenton Baker as manager. That same year Conrad Hilton opened the Hilton Hotel (now the White Plaza) with Jack White as manager.

Dallas shifted into high gear in its convention activity in the last half of the

twenties. In 1926 some of its major conventions included: The American Medical Association, the American Institute of Banking and the American Association of Petroleum Geologists. Heading its 1927 convention schedule were the National Association of Professional Baseball Leagues, the Association of Operative Millers, and the National Professional Golfers Association. Top conventions of 1928 were the American National Retail Jewelers Association, the U. S. Marine Corps League, the Natural Gas Association of America and the U. S. League of Building and Loan Associations.

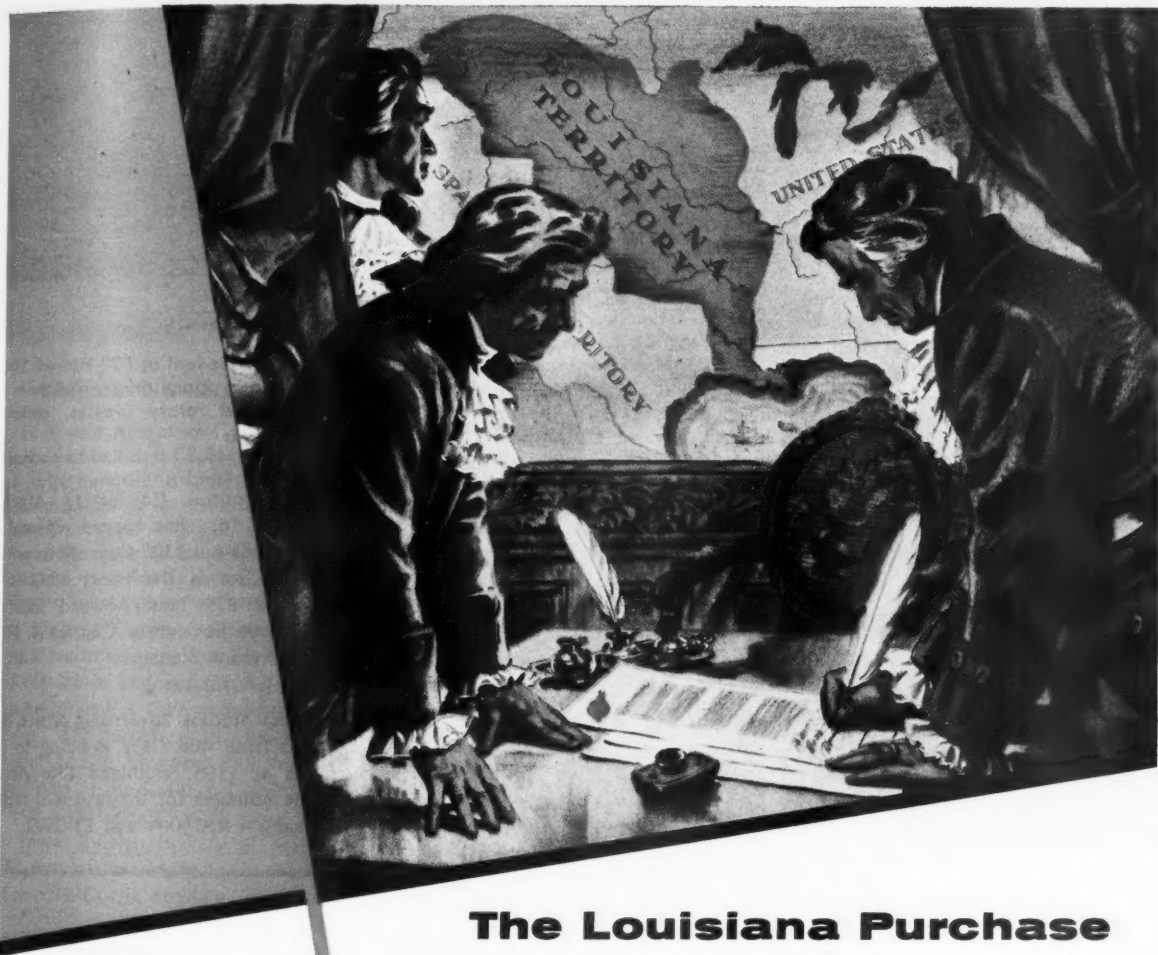
In 1929 Dallas was again a mecca for thousands as forty-eight big conventions were held in the city. These included the American Society of Civil Engineers (back again this year) and Rotary International (scheduled for 1958).

The depression slowed the pace of Dallas convention business but oil took up the slack with the development of the East Texas Field in the early thirties. Dallas was expanding as an oil center and in 1934 the American Petroleum Institute Meeting brought oil men to Dallas from all over the world. A feature of this convention was an overhead bridge across Commerce Street connecting the Adolphus and Baker Hotels.

Then Dallas business leaders organized to bring the Texas Centennial here. In 1936 and 1937 thousands of visitors swarmed into the city to visit this exposition. By 1937 Dallas was rated as the third largest convention city in the nation.

Through the years, Dallas business leaders and Dallas hotel men, working through the convention department of the Dallas Chamber of Commerce, have brought millions of dollars into Dallas with conventions, markets, trade shows and sales meetings. Last year the estimated revenue from this activity approximated 20 million dollars. Now Dallas is building and organizing to meet the keen competition that exists in the "Big League" of the nation's major convention cities.

Its present generation of leading hotel men including Fenton Baker, Randall Davis, Joe Harper and Fred Stone, president of the Dallas Hotel Association are better organized and equipped than ever to keep Dallas in the forefront of convention cities. And these same men are carrying on the traditions of hospitality set through the years by Otto Herold, Charlie Mangold, Fred McJunkin, Bob Ellefritz, S. E. McIlhenny, Tom Smith, Nicholas Darnell and even W. H. Beeman and James B. Bryan. Hospitality had its roots in the very founding of Dallas.



The Louisiana Purchase

In 1803 the United States acquired from France the vast area known as the Louisiana Territory. The price was eighty million francs . . . about \$15,000,000, and the purchase almost doubled the area of the United States.

Since 1914 the Texas Employers' Insurance Association has saved and returned to policyholders over \$46,000,000 in Dividends and Guaranteed Cost Discounts . . . more than *three* times the amount involved in the Louisiana Purchase. \$3,855,678 was saved and returned to employers of labor in Texas in 1955 alone.

Many Texas Business and Industrial Firms are taking advantage of the SAVINGS on Workmen's Compensation Insurance offered by Texas' largest writer. Are YOU?



Over
\$46,000,000
Saved and Returned to
POLICYHOLDERS

TEXAS EMPLOYERS INSURANCE ASSOCIATION

HOME OFFICE • DALLAS, TEXAS

Service Offices: ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI
DALLAS • EL PASO • FORT WORTH • FREEPORT • GALVESTON • HARLINGEN
HOUSTON • LUBBOCK • MIDLAND • ODESSA • PORT ARTHUR • SAN ANGELO
SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

HOMER R. MITCHELL, Chairman of Board A. F. ALLEN, President

Dallas

NEW and EXPANDING BUSINESS

► Taylor Pontiac, Inc., is the new name of the Helm Pontiac Company at 128 South Lancaster. L. O. Taylor, veteran Dallas automobile man, recently purchased the firm, and employees of the predecessor concern are being retained. A used car department, across the street from the new car showroom, provides separate facilities for sales and reconditioning of used cars. The company employs a staff of 60 in its sales and service organization.

★

► Phillips Employment Service, a new employment agency, has opened offices in the Davis Bldg.

★

► Johnson Testers Inc. dealers oil field services and sales engineers is occupying quarters at 7339 Lehigh.

★

► Canada Dry Ginger Ale, Inc. (Wine and Spirit Division) has established a warehouse and district sales offices at 2533 Carlisle.



Press Manufacturer Expands

D. L. Harrison Corporation has leased 10,300 square feet at 122 Howell Street, Dallas, which will be used for additional manufacturing space and for assembly of finished equipment. The company makes high speed rotary presses, collators, folders, colorverters and carbon processing machinery.

► Preston Center Optical is a new business which has opened at 6138 Berkshire.

★

► Dearborn Chemical Co. dealers in water conditioner and corrosion control chemicals have established Southwest district offices at 5526 Dyer.

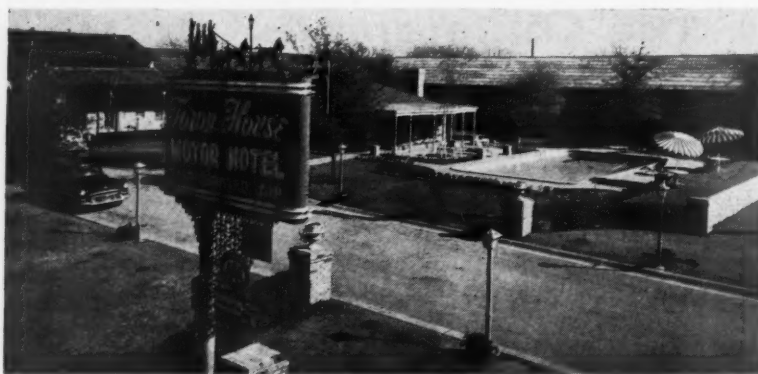
★

► Inter-Chemical Corp., Ault & Wiborg Division, has opened branch sales office and warehouse at 1501 Turtle Creek Blvd. The company handles carbon paper ribbons and other office supplies.

► The Monroe Calculating Machine Company, Inc., has opened regional offices in Dallas at 2307 Cedar Springs. The Dallas office is the latest addition to Monroe's 275 factory-owned locations throughout the country. Charles A. Holaday is division manager.

★

► Whaley Studios, advertising artists, have moved from 408 Lacy Building to new offices at 1105 Southland Life Annex. Phone numbers for the firm will remain the same—RA-4004 and ST-2902.



TOWN HOUSE, with its quiet southern charm and dignity, is but a brief five minutes from the bustling business and shopping center of "Big D," convention city of the Southwest.

For your pleasure and comfort . . . year 'round air conditioning, coffee shop, "breakfast in bed service," swimming pool, free ice cubes, inside parking, wall-to-wall carpeting, private telephones and PBX board, Teletype Station No. D.L. 36, and Porter and Maid service . . .

**Traditional Southern
Comfort. Quiet, Refined**

Recommended By

Master Host

AAA

Duncan Hines



**Town House
MOTOR HOTEL**

**U. S. 77 — Texas 144 and 183
2914 Harry Hines Blvd.**

Riverside 9567

New and Expanding Business



Airmotive Company Completes Aircraft Shop

Southwest Airmotive Company has completed a 50,000 square foot aircraft shop, the first unit in a \$2,000,000 building program. Nearby, the firm will erect two other large hangars, a local headquarters for Slick Airways, and a two-story, air-conditioned building for general office and distributor-sales purposes. Like the initially-completed shop, all units will be finished in buff brick, with matching trim. Plans call for the entire area to be surrounded by concrete ramps and to be professionally landscaped. Location is on a 35-acre site leased on the east side of Love Field.

▶ The Kathryn Currin real estate firm will start construction within 60 days on a \$75,000 office and commercial building to be located at Cate and Northwest Highway. The structure, planned by Architect Joseph Gordan, will be the headquarters of the Kathryn Currin firm and will also include retail store and office space. Raleigh Blakely of Majors and Majors will be the exclusive leasing agent for the Currin building.

▶ Bell Manufacturing Co., Inc. has established a new branch manufacturing plant at 726 E. Clarendon. The firm specializes in wood furniture.

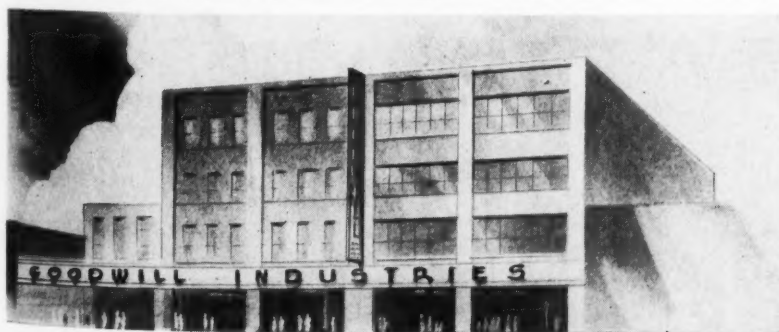
▶ Oak Lawn Moving and Storage Co. has moved from 3518 Routh to 2239 Wycliff.

▶ Winford's Belmont Furniture, 2010 Greenville, is the new name and location for the furniture store which was known as a Belmont Furniture Co. at 2718 Greenville.

▶ Milam Aircraft & Industrial Supply Co., distributors for aircraft and industrial supplies, is opening a plant at 6115 Denton Dr.

▶ Stromberg-Carlson Co. Division of General Dynamics Corporation, special Products Division was formerly known as the Sound Equipment Division and was located at 4607 Cole.

▶ Mar-Tex Building Corporation, sales offices, is now located at 2810 Main St.

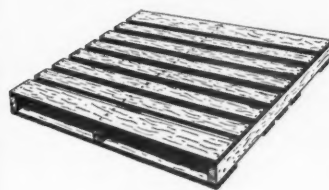


Goodwill to Enlarge Facilities

A four-story, fireproof structure soon to be erected on property adjoining the Goodwill building at 2511 Elm Street will substantially increase the services which this Community Chest agency offers to handicapped men and women. The existing building will be remodeled and connected with the new addition. A \$10,000 contribution from the Dallas Foundation will be applied to the realization of the Goodwill Industries plans.

DALLAS • JUNE, 1956

HARDWOOD PALLET



• PALLET DOLLIES

- PALTIER STACKING
PALLET & RACKS
- WATCO SKID
PLATFORMS
- BIG JOE LIFT
TRUCKS
- WAREHOUSE
TRUCKS

W. A. TAYLOE CO.

Materials Handling Equipment

2333 Inwood Road

FL 7-7315

DALLAS 19, TEXAS

4101 San Jacinto

JA 2-4647

HOUSTON 4, TEXAS

CLOUD Employment Service

"The Right Person for the Right Position"

Over Twenty-Five Years

Solve *your* personnel problems
by calling...

PR-4821

We have Executives, Office, Sales,
and Technical help of all kinds.

Your use of our interviewing
room is invited.

H NESTOR DuVALL, Manager

National City Building
DALLAS 1, TEXAS



No Cost
to the
Employer



*Specialized
Service
for Loans on
Commercial
Buildings*

**MORTGAGE
LOANS**

**COMMERCIAL AND INDUSTRIAL
BUILDING LOANS**

**RESIDENTIAL, CONVENTIONAL,
F.H.A. AD G.I.**

**TO BUY, BUILD, REFINANCE OR
REPAIR — BEST INTEREST RATES**

Loans approved from plans and
specifications on proposed buildings.

**SOUTHERN TRUST
& MORTGAGE CO.**

"Established 1924"

Approved FHA Mortgagee

F. M. LOVE, Ch. of Board — AUBREY M. COSTA, Pres.
1302 Main Street Phone RI-5551

INSPECTIONS, COMMITMENTS on CONVENTIONAL
LOANS IN 24 HOURS

BY A MAN'S LAPEL HE IS BETTER KNOWN



New and Expanding Business



Otis Remodels Dallas Plant

The newly remodeled offices and plant of Otis Engineering Corporation, and its affiliated company, Otis Pressure Control, Inc., is part of an overall expansion plan for the headquarters and branch offices of the company. Located at 6612 Denton Drive, the building features rare and unusual Pennsylvania Green limestone as part of the modernistic front. The 29-year-old Otis firm is one of the countries leading manufacturers of specialized oil tools and has offices located throughout the Southwest and Gulf Coast areas.

▶ International Electronics Corporation has opened new plant facilities at 2649 Brenner Drive, Highland Industrial District, Harry Hines Boulevard. Construction of the new 10,000-square-foot building that will double production and distribution facilities was completed recently by Raymond Construction company. Jim Randolph, Bolanz & Bolanz, Realtors, handled lease negotiations. International Electronics, headed by Jack Frazier, manufactures and distributes speakers and high fidelity products.

▶ Sun Drugs, Inc., of Dallas will open a new Rexall unit in the Valwood Village shopping center in the Farmers Branch community of Valwood Park. The new Sun Rexall Drug unit will be the third and the largest in Greater Dallas of the growing group of locally-owned drug stores. It will be of the self-service type and will feature delivery service. The lease arrangements were handled through Henry S. Miller Company, Realtors.

▶ Dal-Tex Sheet Metal Works, dealers in used and new pipe and steel have opened offices at 5626 Dyer.

▶ Jack Mitchell Inc., is an authorized new automobile dealer located at 2200 Ross Ave.

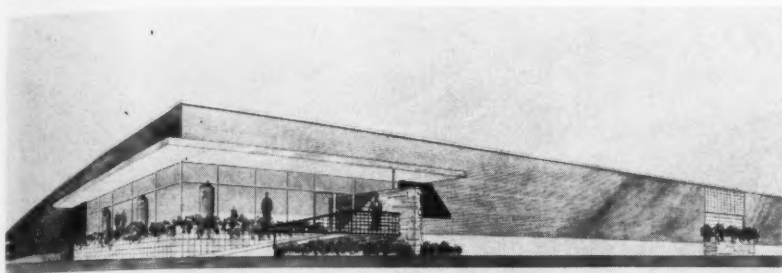
▶ Phoenix Life and Accident Insurance Co. has moved from 7618 East Greenway Blvd. to the ICT Bldg.



Box Manufacturer Moves to Larger Quarters

Specialty Papers Company has moved to a new plant and general office with 11,000 square feet of space, located at 2028 Farrington Street. The five-year-old company, owned and operated by B. A. McKenzie and John L. Dale, manufactures all sizes and styles of corrugated boxes and specializes in quick delivery to its local customers. The new building was leased from Trammell Crow with Tom Whitley of Jack Watson Company handling the lease negotiations.

New and Expanding Business



Construction Starts on A. O. Smith Service Building

Construction has begun in Brook Hollow Industrial District on a modern brick building to house the Southwest Branch operations of the A. O. Smith Corporation's Product Service Division. The 16,000 square foot structure is being built at the northwest corner of Chancellor Drive and Regal Row by the McFadden & Miller Construction Company, with completion expected by September 1. The Southwest Branch, now at 2820 Canton Street, serves customers in Texas, New Mexico, Oklahoma, Arkansas, Louisiana, Mississippi and Alabama. The new facilities will provide increased capacity for service in connection with A. O. Smith's Permaglas water heaters and other equipment.

▶ Shea Chemical Corporation, manufacturers of detergent chemicals, has opened its plant at 8800 South Central Expressway.

▶ Udstuen Manufacturing Company, Inc., has located at 2610 Oakland Street, Garland. The firm manufactures tools, dies and metal stampings.

▶ Wisk Manufacturing Company, metal fabricator, has opened for business at 7830 Elam Road.

▶ North American Reassurance Company has opened a branch office in Dallas in the Kirby Building. The firm handles the reinsurance of direct insurance.

▶ T. A. Pierce Auto Parts has been established at 1034 South Haskell for the retailing of new and used automobile parts.

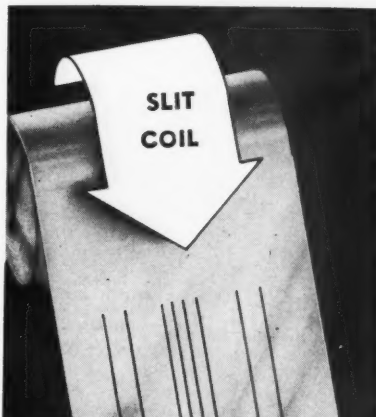
▶ Rivera Fashions Manufacturing Company, Inc., has opened at 1102-A Commerce Street for the manufacture of costume jewelry.



Niagara Massage Opens Office

Willard C. Payne, Niagara Southwest distributor of Cyclo massage and health equipment, has secured a larger and permanent location for his general offices and show room at 4153 North Central Expressway. The 100-foot-front building is fully air conditioned and has drive-in parking facilities.

DALLAS • JUNE, 1956



SAVE BY USING SLIT COIL FROM VINSON

Cold Finished Galvanized, or Aluminum Coil can be slit to your width requirements at Vinson. Eliminate hand feeding — use coil to speed your production and increase your profits.

Call on Vinson for complete stocks of steel and aluminum and prompt, accurate service on all orders.

CALL
ON
VINSON
FOR
STOCKS
AND
SERVICE

VINSON
Steel and Aluminum
COMPANY

4606 SINGLETON BLVD.
P. O. Box 10211 Dallas 7, Texas

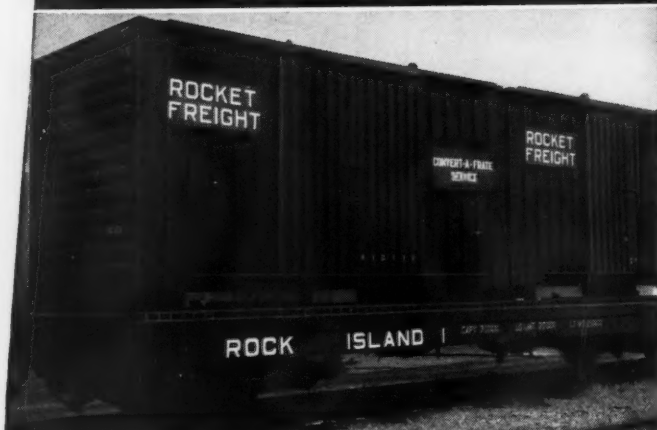
Coming Soon!

**50 New
CONVERT-A-FRATE
Cars**

-The better to serve you



Rock Island does it again . . .



The first railroad to place an order with ACF for 50 Convert-A-Frate Cars, all of which will be available to shippers this summer.

And what freight cars they are! Completely new in design, they can be converted into most any type of car—box, container-hopper, gondola, hopper, tank, piggy-back trailer service.

Passenger Coach Riding Qualities

The new features of this four-wheel, 35-foot long car include fixed axles, air-cushioned suspension, rubber draft gear, roller bearings and a self-cleaning floor. Passenger coach riding qualities are assured—extra protection for freight.

Each car has two 17-foot trailer units; the units can be lifted off the car by crane or forklift truck, then placed on trucks for delivery. Transportation of freight from door to door becomes simple, quick.



It's another Rock Island first—the better to serve you!

ROCK ISLAND LINES

The Road of Planned Progress

Auto Air Conditioning

(Continued from page 25)

One of the real pioneers in the automotive air conditioning field in Dallas is Bert Mitchell, president of the Frigikar Corporation. In 1940, Mr. Mitchell operated the Darrin & Mitchell Body Company of Connorsville, Indiana and Cincinnati. That year he installed an air conditioning unit as a special job for Max Gelman, president of the Packard Motor Car Corporation. Coming to Dallas in 1942, Mr. Mitchell interested N. J. DeSanders, president of the Lone Star Olds-Cadillac Company, in automobile air conditioning. The onset of World War II stopped this project, but DeSanders continued experimental and engineering work and in 1949, the Frigikar Division of Lone Star began the manufacture of air conditioning units primarily for Cadillac installations.

Frigikar operated until 1954 with about 60 per cent of its installations in the Dallas area, when Bert Mitchell and associates acquired the firm. Production was doubled the first year and dealers were expanded to approximately 400. In 1955, production was increased approximately 347 per cent to 10,000 units. Distribution was expanded coast to coast.

When the company was taken over by Mr. Mitchell and associates, they had seven employees, one adding machine, one typewriter, and one telephone. Today the firm has 108 employees, 29 telephones, 12 typewriters, eight adding machines and a bookkeeping machine. The company has expanded into truck, bus and transport refrigeration and now has 58 distributors and 771 dealers. In spite of cool weather in some parts of the country, production is running 70 per cent over last year.

Mr. Mitchell feels that Dallas is an ideal location for the automotive air conditioning business and that cab transport air conditioning has a terrific future. As an example he cites the experience of Chance-Vought in their hauling of Regulus Guided Missiles from their plant to Edwards Air Force Base, one hundred miles East of Los Angeles and 1443 miles from Dallas. Using cab air conditioning on their big trucks, Chance-Vought reports savings of \$50.00 to \$60.00 each trip plus far more operational safety because drivers are more rested and alert.


Another example cited by Mr. Mitchell

is the sales fleet air conditioning by Morton Foods of Dallas. This firm reported sales increases of more than 25 per cent over the previous summer with their salesmen driving from 200 to 300 miles per day and making more calls cool and refreshed. Their vice-president in charge of transportation reports that their over-the-road drivers cover more territory in less time than before their tractor cabs were air conditioned, their accident rate is reduced and summer turnover in driver employees has been virtually eliminated. These two installations, according to Mr. Mitchell, are outstanding examples of what firms can save by air conditioning sales fleets and over-the-road trucks.


Another major automotive air conditioning manufacturer in the Dallas-Fort Worth Area is the ARA Manufacturing Company of Fort Worth, owned by I.C.T. of Dallas. This firm began business in 1949 and by 1954 had become one of the largest independent manufacturers in the industry. The firm sold about 9,000 ARA Units in 1955 and expects production to reach from 12,000 to 14,000 units in 1956. Dallas, Houston and Fort Worth are three of the largest outlets for this manufacturer and ARA maintains a factory sales and service branch in Dallas. The ARA Manufacturing Company employs 125 people in the Fort Worth plant and has a national sales organization of approximately 100 people. Their national distributor's number forty and their primary markets are in California, the Midwest and Southwest.

In addition to manufacturing, Dallas is one of the nation's largest markets and distribution centers for automotive air-conditioning and this is part of Dallas' position as one of the most completely air conditioned cities in the nation. The Air Port Fleet operated by City Transportation Company out of Love Field is one of the few completely air conditioned fleets serving major air ports. While this industry at present is primarily an assembly operation, it also has considerable impact on Dallas contract manufacturing. The John E. Mitchell Company has complete industrial and machine facilities for turning out many of its parts and components. The truck, bus and commercial fleet work pioneered in Dallas also holds great promise in the future of the industry — and overall, the automotive air conditioning industry promises to assume much larger importance in Dallas industrial payroll during the next decade.

World's No. 1 Dictating Machine



4030 H. Hines Dallas 19 LO-6626
FRED L. HAYNES, District Manager



Learn Dividends Semi-Annually


3% CURRENT DIVIDEND PER ANNUM
COMPOUNDED SEMI-ANNUALLY

Invest your surplus funds or savings at Metropolitan. You earn liberal dividends and your account is insured up to \$10,000.

Metropolitan SAVINGS AND LOAN

1400 Main Street • Dallas • RI-5103

Harold isn't Hard-Hearted!



He just doesn't have "Continuous Vision"

Harold's real trouble is his inability to see quickly and easily at all distances—he doesn't have "continuous vision." It happens to many bifocal-wearers. If you've caught yourself using age-revealing head movements to help you see clearly, see your doctor. He may help you regain natural, youthful seeing habits by prescribing Continuous Vision Lenses. Let us see to it that your prescription is filled accurately and quickly.

"The Prescription House for the Eye Physician"

SYLVESTER'S
Dispensing Opticians

Phone RA-6968
301 Medical Arts Building Dallas

Beatty Engineering Co.

AIR CONDITIONING
CONTRACTORS

2728 Mockingbird Lane — DALLAS — DI-8735

LEASE Sound Equipment



PAGING
INTERCOM
MUSIC
ALARM

No need to buy! Ask about
our *no-down-payment,
long-term lease plan*
on famous Stromberg-
Carlson custom-engi-
neered Sound Systems!

STROMBERG-CARLSON COMPANY

Room 112 — Wilcox Bldg.

4607 Cole Ave.

Justin 3030

"TEXAS LARGEST LIQUOR CHAIN" RETAIL

Finest Whiskies—Scotch
Wines—Cordials
and Beer

Always Low Prices

FREE CASE DELIVERY

10 Stores to Serve You

Downtown

No 3—2013 Elm
RA-8980

Park Cities Stores

No 5—5100 Lemmon
JU-0972

No 6—9972 Marsh Lane
FL 7-7761

No 7—5126 W Lovers
Lane—DI-6873

Harry Hines Blvd. Store

No 4—4340 Harry Hines
Hines Blvd.—LO-5757

East Dallas Store

No 9—4501 Columbia
TR-6320

South Dallas Stores

No 1—3636 Forney Rd
EV-9015

No 2—2846 Samuels
Blvd.—TA-0494

No 8—4619 Second Ave
HA 1-1128

Oak Cliff Store

No 10—351 S Industrial
PR-5542

General Ofc 2013 ELM — PR-8988

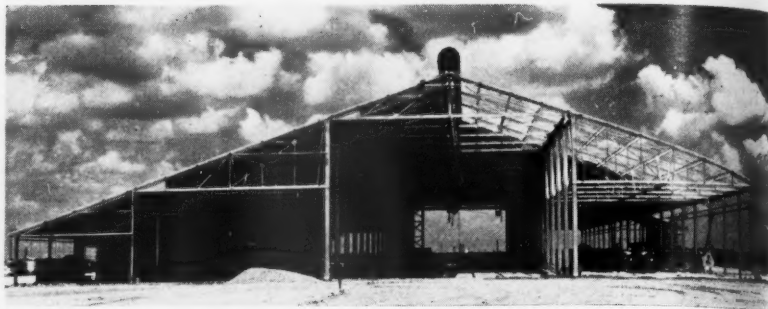


Esquire Club
Members
Always Welcome



CUT RATE
LIQUOR
STORES

New and Expanding Business



New Plant for Trinity Steel

Trinity Steel Company of Dallas, builders of liquid petroleum tanks and carriers, have occupied modern and expanded quarters at 4001 Irving Boulevard. The modern office building of the company faces Irving Boulevard, while the plant is at the rear of the 15-acre tract. The new facilities occupy 67,000 square feet and will allow production to be doubled. Founder and president of Trinity Steel is C. F. Bender, a pioneer in the butane-propane field in Dallas. Ray Wallace is executive vice-president; E. M. Mancell is secretary, treasurer and office manager; W. N. Peacock is chief engineer; C. A. (Chic) Reese is plant superintendent, and Ray Reedy is sales manager.

► Browne and Browne Photography and Gift Galleries have opened at the firm's new location at 220 Inwood Shopping Village. The new store provides twice the space of the former location on Main street. The firm specializes in brides, children, and business photography. The gift galleries now include fine framing, oil framing, oil paintings and art objects.

★

► Oliver and Kathryn Currin, real estate agents and developers, have announced that construction will begin within 60 days on the Currin Building, which is to be located at Cate Street, and Northwest Highway. The building, which will be a \$750,000 project, is to include both office space and retail store space. The structure was designed by Gordon and Associates and will be leased by Raleigh Blakely of Majors and Majors. It will be the new home of the main office of Kathryn Currin Real Estate.

★

► Mayfair Associates, known heretofore as the Marshal Jacobs Advertising Agency, has announced the location of new and larger offices at 1426 Dragon in the Trinity Industrial District. Paul R. Ferwerde, 20-year advertising veteran, will continue as executive vice-president and general manager of the firm. Other executives include William L. Mitchell, assistant general manager; Marise Chastain, director of radio and television activities; Bill H. Boatright, director of point of purchase and display; William B. Thomas, art director and production manager; and Joe Swan, director of public relations.

► C.I.T. Corporation, national industrial financing firm, has opened a Dallas branch office at 1309 Main Street. J. A. Turiff, assistant vice-president of the company and former head of the Houston division will head the new branch. He will be assisted by Charles G. Little, formerly regional credit manager in the firm's Atlanta office.

★

► Jack Mitchell—Nash, Inc., new dealership at 2200 Ross Avenue, has been opened by Jack Mitchell, veteran Texas automobile dealer. Mr. Mitchell has been a Nash dealer in San Antonio. He will retain that dealership as well as operate the new business in Dallas. The dealership here will include a large service department headed by Harry Hulett.

★

► The Davis Building, 1309 Main Street, now has a new look in lobbies with the recent completion of remodeling of the lobby, cigar stand and elevator areas. Louis G. Caldwell & Associates were the designers and engineers. Landauer & Shafer, consulting engineers, did the new air conditioning, heating and electrical work. Remodeling of the entire building is expected to be completed by September 1. The Davis Building is one of the six largest office buildings in downtown Dallas.

★

► Brown Aero Corporation, distributor of airplanes, has established its headquarters at 3300 Love Field Drive.

New and Expanding Business



Hardboard Manufacturer Opens Warehouse

Marsh Wall Products, Inc., manufacturers of Marlite plastic-finished hardboard paneling, has opened a new warehouse at 8908 Chancellor Row in Brook Hollow Industrial District. The 7,500-square-foot building will house the Southwest Division office, formerly in Fort Worth, and will stock merchandise to serve wholesalers, lumber dealers, builders and consumers in Texas, Oklahoma, New Mexico and Arkansas. Warehouse manager is Thomas E. Yarbrough. Sanders Campbell of Campbell and Campbell, realtors, handled arrangements for acquisition of the site. The warehouse was built by Gower & Folsom Construction Company, Inc.

▶ Texas Instruments, Inc., will acquire the William I. Mann Company of Monrovia, California, manufacturers of precision optical components used in scientific and military instruments, guided missiles and projection devices. The Dallas company will exchange 21,000 shares of its common stock on a share-for-share basis for all Mann shares outstanding. The transaction is to be closed June 30.

▶ Casa Linda Doctors' Building, now under construction on Garland Road is slated to be finished around Oct. 1. Costing \$550,000, the 26,000-square-foot building will have offices for 30 doctors and dentists, a pharmacy, optical laboratory and complete laboratory and X-ray facilities. There will be a 30-bed hospital on the third floor. James Blanchette is president of Casa Linda Doctors' Building and the contractor is the Jansen Construction Company.

▶ Trans-State Supply Company, 425 South Field, has been named wholesaler for the North Texas area for Westinghouse Electric Corporation packaged air conditioning. The newly-formed company is under the management of Ken Wallace, who formerly was in the contracting business. The firm will not contract but will limit its business to sales and service help to dealers in its area.

▶ Lynch Heating & Air Conditioning is a new installation contracting firm, located at 1330 Hartsdale Avenue.

▶ Oak Cliff's new municipal Service Center, costing \$450,000, will be ready for use in early fall. Located on a 23-acre tract of land on West Illinois at Westmoreland, it will be composed of five buildings, including a police station, a street maintenance building, Oak Cliff water works headquarters, a sanitation building and a municipal garage.

▶ Central X-ray, Inc., at 203 Cadiz, has established an industrial X-ray service, with all types of field and shop accommodations. This service is of interest to firms desiring a non-destructive quality control in the manufacture of castings, air craft components, pressure vessels and such products as tanks and steam pipes.

▶ The W. H. Gunlocke Chair Company, manufacturer of wood office chairs, has bought a site in Brook Hollow Industrial District on which it will build a brick warehouse, finishing shop and office to serve its Southwest customers. The site is a 300-by-400-foot lot at 9009 Chancellor Row, or approximately three acres of land. Purchase arrangements were handled by Howell H. Watson of Watson & Watson, Realtors, and Dallas attorney for Gunlocke is E. Taylor Armstrong of Storey, Armstrong & Steger. Plans for the building to be erected are being prepared by Grayson Gill, architect and engineer, with construction expected to begin this fall and occupancy by the end of the year.

ELECTROTYPERS

SAM ROSS McELREATH CO.

KNEE ROOM A-PLENTY



Knee bumping days are over when you're sitting at this beautiful Berger Desk. The center drawer telescopes into the top instead of projecting down to steal knee room. Space between pedestals allows the average person to rotate a swivel chair without bumping the desk. You'll work in comfort and style at the Berger Comfort Zoned Desk. See the Berger Line at

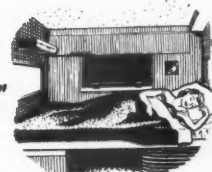
VANCE K. MILLER CO.

OFFICE FURNITURE AND SUPPLIES

1916-18 MAIN ST., DALLAS — RA-9091



"Room"



"Roomette"



or
SLEEPY HOLLOW
"Chair"

... IT'S ALWAYS

Nice Going

WHEN YOU TRAVEL ON THE FRISCO!

Smooth, comfortable... all the way



5,000 miles serving the southeast and southwest

"66 Years in Dallas"

J. W. LINDSLEY & CO.

Realtors — Insurers

Specializing in

- Property Management
- Business Property — Sales & Leases

1209 Main St. • Phone RA-4366

for MOVING HOUSEHOLD GOODS

Call

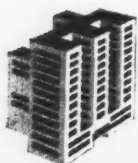


918 DRAGON

RA-4378

WE'RE KEEPING IT

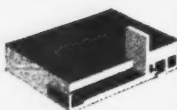
COOL...



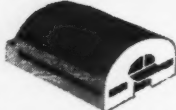
... IN OFFICES



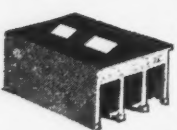
... IN CHURCHES



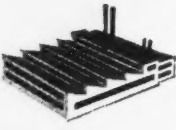
... IN STORES



... IN AUDITORIUMS



... IN BANKS



... IN FACTORIES

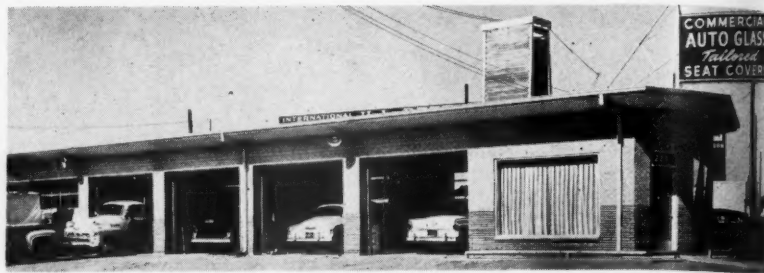
Texas Refrigeration

& Engineering Co.

FRICK Distributors ... Call Us!

158 EXPRESS STREET RA-9358 DALLAS

New and Expanding Business



Glass Company in New Home

The Commercial Auto Glass Company has moved into its building at 224 West Commerce Street. The new facilities provide five large drive-in stalls and increased parking space. The firm, owned by W. R. (Bill) Cothran and R. J. (Bob) Robinson, specializes in automobile glass, installed while you wait, seat covers and convertible tops.

▶ Goodyear has opened a new store in Garland at 917 West Garland Road. The store has 6,250 square feet and ample parking space front and rear. Jim Smith is the manager.

★

▶ Campbell & Campbell, Realtors, has been established by Bill Campbell, Jr., and Sanders H. Campbell, partners. The firm, located at 1713 Commerce Street, on the ground floor of the Mercantile Securities Building, will handle Dallas commercial and industrial property. Previously associated with the Moser Company, the Campbells were active in the development of the Trinity Industrial District, Stemmons Expressway area and Brook Hollow Industrial District.

★

▶ Jack Brewer Company has opened a new electrical and refrigeration manufacturers' warehouse at 2120 Irving Boulevard. Mr. Brewer formerly was with Smith-Perry Electric Company. Lease negotiations were handled by Jim Randolph, Bolanz & Bolanz, Realtors.

★

▶ Lone Star Package Car Company has announced the inauguration of a new schedule from Chicago to Dallas providing a 48-hour service, or second morning delivery. This, with substantially reduced rates, is in line with the company's expanding service and should be of interest to all receivers of merchandise from the Chicago area. R. H. (Bob) Taylor is district manager of Lone Star.

★

▶ Heights Record Shop, retailing phonograph records, is open for business at 3104 Dawes.

▶ Great American Reserve Insurance Company has adopted a shorter "calling name" or nickname — Great American of Dallas — for better remembrance and easier identification. The legal or corporate name will remain unchanged.

★

▶ Ed Miley, Photography, 711 North St. Paul, Dallas, has installed an automatic photo printer capable of producing 1,200 glossy photo prints per hour. It is the first of its kind in the Southwest and can produce prints up to eleven by fourteen inches in size. Ed Miley is the official photographic firm for the Dallas Chamber of Commerce.

★

▶ Evans Food Markets new Arlington store is scheduled to open the last of June. Located at 923 Park Row in the Sylvan Heights shopping center, it will be the first store outside of Dallas opened by the Evans chain. It will cover 17,000 square feet of floor space and will feature a large frozen food department.

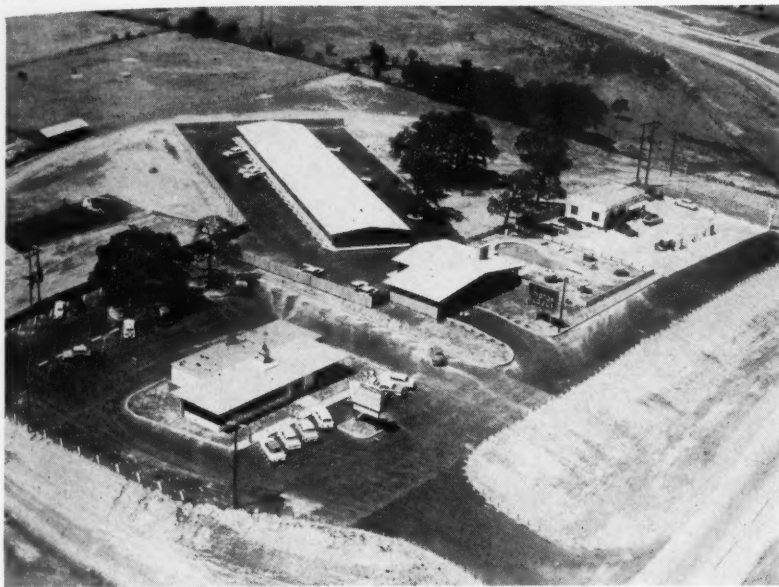
★

▶ Restland Funeral Home, Inc., has announced plans to build a \$300,000 mortuary at Greenville Avenue and Valley View Lane near Richardson. It will be of fireproof masonry construction with the exterior of Austin shell stone with Indiana limestone trim. Bennett & Crittenden, of Dallas, are the architects. Construction of the 21,000 square feet structure will be completed in early 1957, and the mortuary will be managed and operated under the supervision of R. P. Gillan.

★

▶ Johnny Cobb Carpet Service has opened at 309 North Marsalis. Their service is carpet installation and cleaning.

New and Expanding Business



New Luxury Motor Court Opens

Hinton Motor Lodge, together with a Howard Johnson restaurant, Texaco service station and Heliport are now open on Highway 183. The Motor Lodge was constructed by Willie Rouse and Son; the Howard Johnson restaurant was built by Roger B. Hall of Miami, Florida; and the Texaco station was built by M. L. Sprayberry of Irving. The property, consisting of over eight acres of land, buildings, and its own Heliport, is owned by Ted Hinton, Inc.

► Crucible Steel Company of America was host to more than 400 Texas businessmen and industrialists at the opening of the company's new sales office and warehouse at 7901 Sovereign Row in the Brook Hollow Industrial District. Located in a new building especially designed for the purpose, the warehouse contains the latest facilities for storing and material handling. Additional property in the area is owned by Crucible to provide for future expansion. It is the company's first such installation in Texas.

► The American Taxpayers Association has moved to new quarters at 1016 Gulf States Building. The association offers income tax consultation and representation to its subscribers. Bob Moody, executive director, has announced that field managers are now being selected for various territories throughout the south in an expansion program.

► Manpower, Inc., 2206 Live Oak, is a new business established to provide temporary service.

► McNeny Construction Company has opened at 6035 Royal Lane as residential building contractors.

► Union Bankers Insurance Company has occupied 22,000 square feet of space in the Davis Building at 1309 Main Street. Located on the 15th and 16th floors, the firm's new Dallas offices serves as headquarters for offices in 22 states. Regional offices are maintained in Dallas, Nashville, Tennessee, Atlanta, Georgia, and Alexandria, Virginia.

► Paul Davis Company has established a wholesale distributorship at 4909 Reading Street in the Brook Hollow District. The new organization will distribute the complete line of Coleman major appliances in the 69-county North Texas area. Paul Davis is president of the firm. Associated with him as managers are Jack Dorie and R. B. Chambers, who are well known in wholesale distribution circles in this area.

► Viking Supply Corporation has purchased ten acres of ground at Regal and Chancellor Rows in the Brook Hollow Industrial District. This site will be the future home of Clearview Window Corral along with Viking Supply. Negotiations for the purchase were handled by Jim Moran.

DALLAS • JUNE, 1956

The Katy Railroad

Announces FASTEST FREIGHT SERVICE

17 HOURS

From Kansas City
to Dallas • Ft. Worth

M-K-T No. 271 (Daily)
Lv. Kansas City . 10:00 a.m.
Ar. Dallas 3:00 a.m.
Ar. Ft. Worth . . 3:00 a.m.

Also provides earliest second-morning delivery at Dallas-Fort Worth from Chicago through connection with Burlington's fast overnight Chicago - Kansas City train.

C. B. & Q. No. 77 (Daily)
Lv. Chicago . . . 6:00 p.m.
Ar. Kansas City . 7:30 a.m.

This service can expedite shipments from many other points thru the Kansas City gateway.*

*Contact your nearest Katy representative



**MISSOURI • KANSAS
TEXAS LINES**

48



Listed and Unlisted
Stocks & Bonds
Municipal Bonds

Bought
Sold
Quoted

DALLAS UNION SECURITIES COMPANY

DALLAS, TEXAS
1001 Adolphus Tower
TELEPHONE: RI-9021

FORT WORTH, TEXAS
423 Fort Worth National Bank Bldg.
TELETYPE: DL 390 • TELEPHONE ED-1248

Members
Midwest Stock Exchange

American Stock Exchange (Associate)

HUNT, TEXAS
(NEAR KERRVILLE)

ON THE BEAUTIFUL
GUADALUPE RIVER



A Luxurious,
Rustic Setting
for your CONVENTIONS,
EXECUTIVE and SALES MEETINGS

YEAR 'ROUND AIR CONDITIONED

Excellent Cuisine, Spacious Meeting Rooms,
Every Facility for Relaxation and Fun —
Hunting, Fishing, Boating, Tennis, Swim-
ming, Horseback Riding, Skeet Shooting.

IDEAL FOR THE FAMILY, TOO

SPECIAL RATES SEPTEMBER,
OCTOBER, NOVEMBER, MARCH,
APRIL AND MAY.

For Reservations, Write:

KENNETH JONES, MGR.
Heart O' Hills Inn, Inc.
Hunt, Texas
Telephone Belmont 8-2300

Your Best
Customers
Ride Transit
Regularly*



*Two out of every five among 240,000 persons
daily use Dallas Transit facilities to patronize
retail, wholesale and industrial establishments.

Dallas

APPOINTMENTS and PROMOTIONS



J. B. TAYLOR, president of Taylor-Norsworthy, Inc., Dallas advertising agency, has been elected president of the First Advertising Agency Group at its annual conference in Boston, Massachusetts. Mr. Taylor has been active in advertising and sales promotion work in Dallas for the past sixteen years. He is a director of the National Industrial Advertising Association and a member of the American Marketing Association.

★
DON MCGREGOR has been named publicity manager for Union Bankers Insurance Company, with its home office in the Davis Building, 1309 Main Street. Mr. McGregor, a graduate of Baylor University, formerly was with the business news department of The Dallas Times Herald.

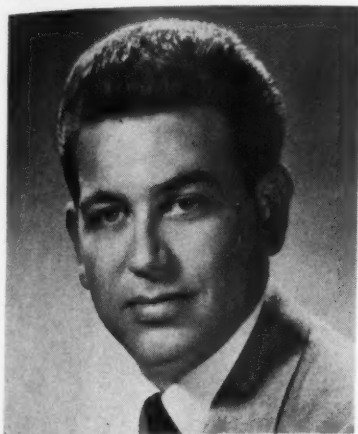
★
ROBERT HICKMAN has been appointed assistant vice-president of United National Life Insurance Company. In his new post. Mr. Hickman will work with general agents of the firm and assist in training and general agent's relations.

★
MARTIN H. CURRIN, a graduate of Oklahoma A&M College, has been named business manager of Kathryn Currin, real estate firm. Mr. Currin is the son of Mr. and Mrs. Oliver Currin and was recently discharged from the Navy.

★
WALTER L. MASSIE has been named associate director of the Dallas Chapter of the National Association of Cost Accountant for both factory and wholesale divisions of the Schoellkopf Company.

DALLAS • JUNE, 1954

Appointments and Promotions—



PHILIP L. HOLLOWAY has been appointed advertising manager of Texas Employers' Insurance Association and Employers Casualty Company. Mr. Holloway has been with the companies in sales promotion work for the past four years. A former student of the University of Texas, he holds a certificate from the Insurance Institute of America and is a member of the Dallas Advertising League and the Advertising Sales Committee of the American Mutual Alliance.

★

W. J. HELM has been named executive vice-president and general manager of Earl Hayes Chevrolet Company. Mr. Helm has been a vice-president and secretary-treasurer of the firm since 1950. He is a member of the Oak Cliff Chamber of Commerce and the Rotary Club.



WILSON W. CROOK, president of Crook Advertising Agency, has been named chairman of Southern Methodist University's board of development. Mr. Crook has been a member of this board for 25 years.

Lucas' B & B Restaurant and Coffee Shop

Serving Dallas with the Best Meals for Less Money

Lucas' B & B Is Dallas Most Popular Restaurant...

Our Coffee Shop Is Open 24 Hours Daily, 7 Days a Week

Dine with Us Today

3520 Oak Lawn Avenue

126 NORTH CENTRAL EXPRESSWAY

MUSTANG AVIATION, INC.

Affiliated with 14 National Airlines

Charter Air Ambulance Air-Taxi
Single and Multi-Engine Airplanes

LOVE FIELD

Fleetwood 7-2844

DALLAS



J. O. WOMACK
President



To Help You Sell

Every industry has its business magazine edited to be of interest to a highly selective audience. A magazine serves the industry by providing technical information on methods and market-

ing, by disseminating news, by advancing status of the industry or profession, and by serving as a meeting place for business and professional enterprise.

If you sell to the advertising industry or to sales management, you have available the advertising pages of a regional magazine specially edited for this industry in the Southwest. *Southwestern Advertising* is published monthly with up-to-date regional articles, news, editorials, features, announcements and personnel changes. It offers you an advertising opportunity to place your sales messages of service and supply before your customers and prospects at a time when they are receptive to ideas.

For information on advertising write for Publisher's Sales Presentation.

SOUTHWESTERN ADVERTISING & MARKETING

SOUTHLAND LIFE BUILDING

DALLAS, TEXAS

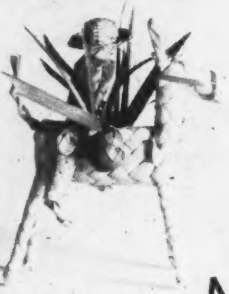
Leonard Ayers

SUBDIVISIONS - SITE
PLANS - INDUSTRIAL &
SHOPPING CENTERS
ZONING - TOWN
PLANNING



Land Planning

2659 CREST AVE. DR4-0995
DALLAS TEXAS



Tasty Mexican delicacies
prepared for your palate...
and digestible to your pocketbook.

MEXICAN • MESA
5616 E. Mockingbird Lane • TE 4445



dependable **FAST FREIGHT SERVICE** to or from the **GREAT SOUTHWEST**

For more than three-quarters of a century, the Cotton Belt has been famed for the speed, dependability and safety of its freight service. Today's modern fleet of Blue Streak diesel trains operates on pin-point schedules for on-time delivery of shipments. Next time, ship via Blue Streak. And if you're looking for a new plant or warehouse site, you'll find a wide choice of excellent locations in the Southwest's growing Cotton Belt Land.



For information, call, wire or write

S. D. SWANN

Asst. Gen'l Freight and Passenger Agent
2300 Canton St. P. O. Box 5783
Riverside 4592 RAndolph 3793

ST. LOUIS SOUTHWESTERN RAILWAY LINES

Appointments and Promotions—



DR. JOHN A. F. GERRARD has been named director of geophysical research in the central research division of Texas Instruments Incorporated. Dr. Gerrard was formerly director of geophysical research for Houston Technical Laboratories, a subsidiary of Texas Instruments. In his new post, he will be in charge of basic and exploratory research into technique and instrumentation for geophysical exploration for petroleum and minerals.

★

HOYT E. WILLIAMS, formerly manager of the rental service and a 10-year veteran with Earl Hayes Chevrolet Company, has been promoted to vice-president and general manager of the auto rent company. **DON HOUSEWRIGHT**, who joined the firm in 1946 as service cashier, has moved up from office manager of the dealership to business manager of the rent car company. **BERNIE EVANS**, formerly business manager, will now serve as vice-president in charge of all the rental stations operated by the firm. And **MELVIN O. JOHNSON**, formerly assistant office manager of the dealership, has been named office manager.

★

CLIFF P. DuRARD, formerly store manager of the Goodyear Service Store at 5219 East Grand, has been named district manager, retail. Succeeding him will be **JOHN H. LAWLESS**, former assistant store manager of the East Grand location. Mr. DuRard will have direct supervision of 12 retail Goodyear stores in the Dallas district. He joined Goodyear in 1945. Mr. Lawless has been with the firm since 1953.

DALLAS • JUNE, 1954

Appointments and Promotions—



H. W. MAIER, JR. (left) and **JAY DuBOSE** (right) have been made vice-presidents of the Crook Advertising Agency. Mr. Maier, who came to the agency last year from CBS Radio, New York, is also marketing director. He is a graduate of the University of Missouri School of Journalism. Mr. DuBose, who came to the agency the first of last year from the advertising managership of the Odessa American, is an account executive. He holds a Bachelor of Journalism degree from the University of Texas.

★
JAMES S. HUDGENS, Chicago zone manager for the past six years, has been named Southwest regional manager of Buick with headquarters in Dallas. Mr. Hudgens started to work for Buick in Kansas City. **E. C. KENNARD** has been 1939 as an assistant office manager in named assistant general sales manager in charge of the home office staff. Mr. Kennard, a graduate of the University of Texas, was formerly Southwest regional manager of Buick.

★
WILFRED C. HAGEMAN has been appointed general agent in Dallas for the Great Northern Railway. Mr. Hageman has been with Great Northern since 1941 when he joined the St. Paul station as a clerk.

★
RICHARD A. MALONE of Dallas has been appointed assistant to the director of the employee-public relations department of the Texas and Pacific Railway Company. Mr. Malone has been with the railroad for the last 28 years, and has been a public relations representative since 1950.

★
LEROY W. VAUGHAN has joined the staff of Anderson's Furniture Studio as an interior decorator. A native Texan, Mr. Vaughan has been in the decorating, home planning and commercial planning field for more than 20 years, and has had experience in all parts of Texas with all types of Texas homes.

***Specializing in custom DESIGNING and MANUFACTURING of quality store, office and bank fixtures since 1922.**

Adleta Show Case & Fixture Manufacturing Co.

1914 Cedar Springs — Dallas 1, Texas

Phone PRospect 7576

***You'll be satisfied if it's an Adleta installation**



HERB DURHAM

INDUSTRIAL ADVERTISING SPECIALIST

Specializing in

- ★ **ZIPPO** Lighters
- ★ Executive Gifts
- ★ Custom Designed Incentives
- ★ Sale Awards ★ Service Awards
- ★ Safety Awards

LO-8266

30½ Highland Park Shopping Village

OUR COMPLETE AND MODERN FACILITIES

INCLUDE

Merchandise and Household Goods Storage

Pool Car — Pool Truck Distribution

Office, Display and Loft Space

Local and Long Distance Moving

Crating, Packing, Shipping

Heavy Hauling — Machinery Setting

Safe and Secure Storage for Office Records

Home of the Santa Fe Building Merchandise Mart

Each is a complete service properly equipped with expert supervision by experienced personnel. Call RA-7111 for details.

ESTABLISHED 1875

G. K. Weathered
President

C. E. Bradley
Vice-President

R. M. Waskom
Secy-Treas.

**Dallas Transfer
AND TERMINAL
WAREHOUSE CO.**

2ND UNIT SANTA FE BLDG.



Louis Evans

IT'S an axiom in the business world that some of the biggest shoppers are salesmen.

Many of them spend years shopping around — in a sometimes will-o-the-wisp hunt for the ideal product and employer.

That's not true of Louis F. Evans. He's a young salesman who has found his niche. He works for an institution; his term for the hotel business in general and employer in particular.

At 26, Lou Evans is sales manager of The Hotel Adolphus, Dallas' largest and probably best-known hotel. He's the executive whose primary responsibility is selling and booking what's known in the hotel trade as "group business" — the conventions, meetings, luncheons and other gatherings that mean so much dollar-wise to a major hotel.

It's a big job and an important one. Without group business, a hotel such as the Adolphus could not survive. Unlike the old-time inn, it can't depend solely on travelers. And it's men like Lou Evans who serve as a bridge between the old inn-keeping days and the bustle and demands of the mid-20th century.

Slender, outgoing Lou Evans has always been a salesman and counts himself fortunate to be also a hotel man. He calls his job an ideal one. For him, it provides the right proportion of travel, desk work and a chance to meet people. This last is important to Lou. Talk to him and it's instantly apparent; so is his enthusiasm for the hotel business.

These are factors that probably help ac-



LOUIS EVANS

count for his rapid advancement. He's been with the Adolphus for only a little more than two years and was made sales manager last October, less than a year and a half after he had taken his first and only hotel job.

The Junior Chamber of Commerce was at least partially responsible for Lou's transition from insurance man to hotel man. He'd met Al Ingals, then sales manager of the Adolphus, and when Al asked if he would be interested in the hotel sales staff, the answer was quick and affirmative. Lou wanted out from behind the desk at the insurance company.

Lou Evans is still active in the Jaycees; currently serving as treasurer. He's also a member of the Optimist Club, the Dallas Sales Executives' Club and the Hotel Sales-Management Association. This organization is meeting in Dallas in the fall and Lou is the publicity chairman.

It's a natural assignment, since conventions are a hotel sales manager's forte.

Most of his time out of the office is spent extolling Dallas and the Adolphus as ideal convention sites. Right now, he has national conventions booked into Dallas and his hotel into 1965.

Says Lou Evans, "There are never two things alike. Each situation, each convention is a different challenge. You can't miss a bet, no matter how small it might seem."

Not long ago, Lou attended the convention of a women's organization, hoping to put over Dallas for their next meeting. The members of the board appeared inclined his way, but it wasn't sure-fire. He found out the room number of each one and sent her a corsage. The ladies — stirred to the depths of their flower-loving souls — promptly voted for Dallas and the Adolphus.

A small thing, perhaps. But small things at the right time help make long strides on the road to success. And Lou Evans has demonstrated he is capable of both.

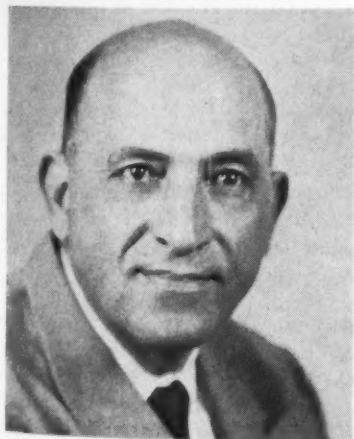
Appointments and Promotions—



J WARREN LANDWERMEYER, formerly sales manager of the implement division of Magnolia Seed, Hardware & Implement Company, has been promoted to vice-president and general sales manager. Mr. Landwer Meyer joined the firm in 1939, and is well known throughout Texas and adjacent Magnolia Seed territory. **LARRY L. BONNER** has been advanced to secretary and purchasing agent, and **FRANK M. JOHNSON** to treasurer and office manager.

★

FRANK P. RICCA, JR., has been appointed manager of the Baker's Shoe Store. Mr. Ricca previously was manager of the firm's branch in Houston.



SHEFFIELD A. KADANE, owner of the Pure Ice & Cold Storage Company, Dallas, has been elected vice-president of the National Association of Refrigerated Warehouses, a division of the American Warehousemen's Association. Mr. Kadane also was named a director of the American Warehousemen's Association, and a member of the Industrial Relations and Legislative Committee at the National Convention in Los Angeles.

DALLAS • JUNE, 1956

TRINITY INDUSTRIAL DISTRICT



The Home of
TITCHE-GOETTINGER
Commercial Sales
Division

For information about the Trinity Industrial District consult your real estate broker or...
INDUSTRIAL PROPERTIES CORPORATION, 401 Davis Bldg., Dallas, RI-6552



**REALITY INTO
PORTRAITURE**

Gettings

COLOR PHOTOGRAPHY
HOUSTON DALLAS

JANITOR SERVICE

WINDOW CLEANING

RESIDENCE

ACME BUILDING MAINTENANCE CO.

1901-15 LAWS STREET

FRANK C. JONES

PHONE RA-7660

SAND BLASTING

STEAM CLEANING

SIDEWALK WASHING



el fenix
Restaurant

37 YEARS IN DALLAS
FINEST IN
**MEXICAN DISHES
STEAKS • CHICKEN**

Downtown—1608 McKinney
Oak Cliff—120 E. Colorado
Casa Linda—255 Casa Linda Plaza
BANQUET ROOMS

5 minutes from downtown DALLAS

Oaks Manor

MOTOR HOTEL

7015 S. Central Expressway
Highway 75 • Dallas



- Rooms, Suites, Cottages
- 24-hour coffee shop
- 24-hour service station
- Courtesy car
- Swimming pool
- Golfing privileges

**ASK ABOUT**

individual • firm • non-resident

Membership

in

OAKS CLUB

A private club at OAKS MANOR

Appointments and Promotions—

W. F. (WOODIE) WOOD, Southland Life Insurance Company, has been elected president of the Dallas Association of Life Underwriters. Other officers elected were: **LONNIE SUTHERLAND**, first vice-president; **NORMAN VANDERWOOD**, second vice-president; **TED TEEL**, secretary, and **HARRY LEAK**, treasurer. **A. R. DALCHAU**, **KARL COUCHMAN**, **LAYDEN L. STROUD, JR.**, and **DOUGLAS LORD** were elected directors for a two-year term and **WILLIAM J. WATSON** was elected a director for one year.

★
W. BOONE GOODE of Dallas was re-elected treasurer of the Texas Society of Certified Public Accountants at its forty-first annual convention in Houston. Mr. Goode, whose firm is Boone Goode & Company is a past president of the Dallas chapter of the Society and a member of the American Institute of Accountants. Other officers elected were **WALTER R. FLACK** of San Antonio, president; **KENNETH W. HURST** of Tyler and **L. LUDWELL JONES** of Houston, vice-presidents; and **JORDAN B. WOLF** of El Paso, secretary.

★
JOE H. GRAY has been named vice-president and general manager of Clappitt Paper Company. Mr. Gray, a graduate of Southern Methodist University, joined the firm in 1947 and has been vice-president and manager of Clappitt Paper Company of Fort Worth since January, 1954. He is a member and director of the Fort Worth Advertising Club and many other civic and social groups.

★
O. B. SMITH, JR., has been named Dallas representative for the Universal-Rundle Corporation, manufacturers of plumbing fixtures, with district office at 173 Leslie Street.

Appointments and Promotions—



MRS. SYLVIA ANTHONY NELSON of Mt. Vernon, Ohio, a pioneer aviatrix, has been named chairman of the board of Electronics Equipment Engineering, Inc. of Dallas. Mrs. Nelson became associated with aviation in 1919, and obtained her private pilot's license in 1929. During the same year, she became the first woman pilot in a six state east coast area to be awarded a commercial pilot's license, one of six women in the United States at that time to hold such a license. In her new post with Electronics Equipment, Mrs. Nelson will take an active part in the management of the organization.

★

MARK SHEPHERD, JR., vice-president and formerly in charge of the Semiconductor Products division, has been named to head the new Semiconductor-Components division of Texas Instruments Incorporated. Other new divisional appointments include: J. P. RODGERS, JR., assistant vice-president and marketing manager; W. E. LOVE, sales planning manager; Z. W. PIQUE, sales manager; and LESLIE KING, products manager.

★

LACY CRAIN of the Conco Chemical Company, Dallas, has been elected a director of the National Sanitary Supply Association. Mr. Crain is immediate past president of this group of sanitation consultants.

★

JOHN L. McDONALD has joined the staff of the The Petroleum Engineer, Dallas-based industry trade journal. Mr. McDonald previously was associated with The Oklahoma Publishing Company in Oklahoma City as national advertising representative.

OFFICE INTERIORS THAT *create harmony and efficiency*

An orderly arrangement designed expressly for the individual business requirement. Estimates gladly given.

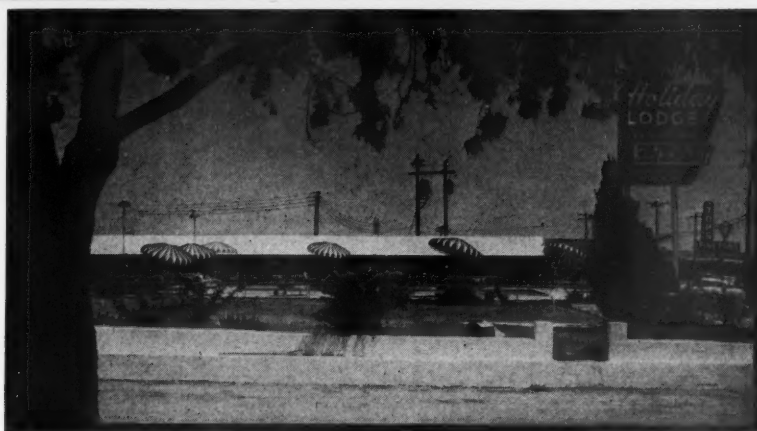


OTTO COERVER COMPANY, INC.

4032 Commerce

Dallas, Texas

Phone TA-9968



Relax in Comfort....

Holiday Lodge

Vance Bryan, Manager

5715 South Beckley

DALLAS

FR-1341

- ★ Swimming Pool
- ★ Air Conditioned
- ★ Suites
- ★ Televisions

- ★ 75 Rooms
- ★ Radios
- ★ Coffee Shop
- ★ Phones in Every Room

10 MINUTES FROM DOWNTOWN DALLAS ON HIGHWAY 77 SOUTH



Mr. Fred Robert Schwartz
requests the honor of your presence
at the marriage of his daughter
Eleanor May

to
Mr. Allen Conyngham Ezdin, Jr.
on Friday, the thirtieth of October
Nineteen hundred and fifty-three
at seven-thirty o'clock in the evening
St. Paul's Methodist Chapel
Houston, Texas

Reception
immediately following the ceremony

Distinctive Engraving

... For your wedding invitations,
announcements, social and business stationery.

All work is produced from genuine copper plate engravings.

Phone TE-8183

3946 North Central Expressway, Dallas

CLARKE & COURTS

HOUSTON • DALLAS • GALVESTON • HARLINGEN • LAFAYETTE, LA.

Ap

CLA
for
dent
Asso
office
and
dents
ROY
and

R. N.
vice-p
pany'
be a
BAK
tional
Seal
name
lumbi
HAM
las ad
Baker
duties

MRS.
manag
the p
handle
to that
tarial
zations

LLOY
dent a
ings a
elected
and Lo
ber of
board
of Tex
Loan L
vice-pr
and Lo
of nine

DALLAS

Appointments and Promotions—



CLARENCE F. DUNNING, controller for Wamix, Inc., has been elected president of the Dallas Chapter National Association of Cost Accountants. Other officers elected are **JAMES F. BLACK** and **JAMES E. McMILLEN**, vice-presidents; **R. R. WOODFORD**, secretary; **ROY A. BROBERG**, assistant secretary; and **CECIL F. USSERY**, treasurer.

★

R. N. (BOB) MERARIS has been named vice-president in charge of Medaris Company's Philco activities. Mr. Medaris will be assistant to the president. **BEN BAKER**, advertising and sales promotional manager for the Philco and Gold Seal divisions of the company, has been named sales manager of the firm's Columbia division. **CHARLES W. MEEHAM**, previously associated with a Dallas advertising agency, will take over Mr. Baker's former advertising and sales duties.

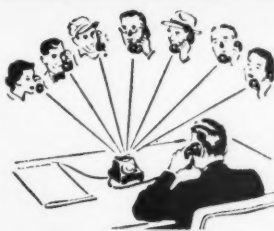
★

MRS. VERA K. FORD has been named manager of Crest Park Apartments. For the past three years, Mrs. Ford has handled the leasing of Crest Park. Prior to that, she was for many years in secretarial work with Dallas business organizations.

★

LLOYD S. BOWLES, senior vice-president and director of Dallas Federal Savings and Loan Association, has been elected vice-president of the Texas Savings and Loan League. Mr. Bowles is a member of the executive committee and on the board of governors, representing the State of Texas, of the National Savings and Loan League. He was recently elected first vice-president of the Southwestern Savings and Loan Conference which is composed of nine states.

DALLAS • JUNE, 1956



- ★ Save Time, Steps, Money!
 - ★ Increase Executive Efficiency!
 - ★ Prevent Switchboard Bottlenecks!
- WITH A PRIVATE, INDEPENDENT SYSTEM OF —**

inside communications!

For 18 years we have specialized in intercommunication, public address, industrial and Hi-Fi music systems. Our customer list reads like the "WHO'S WHO" in business. We have the answer to your communication problem, too. Call us for free estimate.

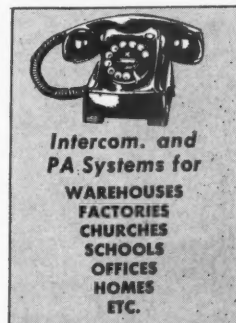
**WE SELL, RENT, SERVICE, DESIGN, and
ENGINEER PUBLIC ADDRESS and
INTERCOMMUNICATION SYSTEMS**

Chandler

SOUND EQUIPMENT CO.



3407 ROSS • TAYLOR 9929



HERBERT CHANDLER
Manager

**1956 FEDDERS air
conditioner operating
costs are 40% lower. You
can afford to air condition
more rooms**



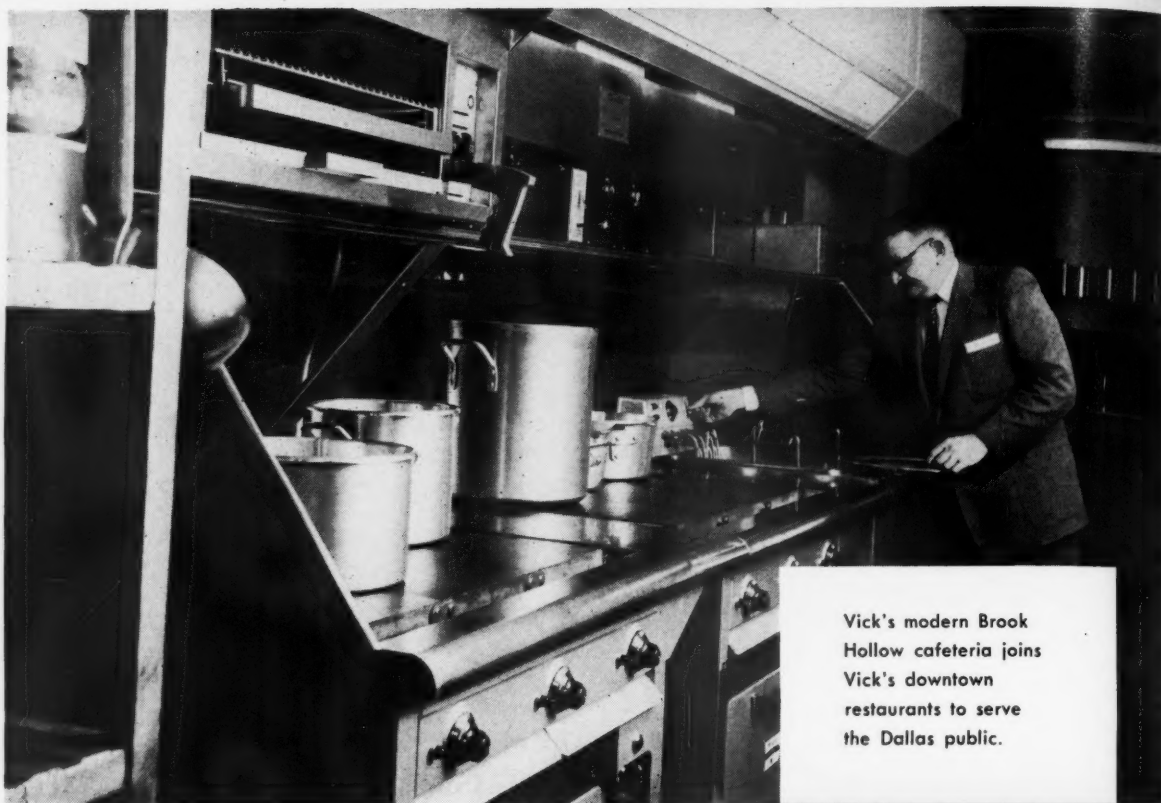
MODEL 68BJ

**PAY AS
LITTLE AS**

**\$1.96
PER WEEK**

When you figure the cost of air conditioning, figure operating costs, too. You're in for a grand surprise when you learn that the cost of running this big $\frac{3}{4}$ model Fedders is 40% less than standard air conditioners. It uses less electricity more efficiently. Now, you can fit the cost of air conditioning one more room into your monthly household budget easily.

Call for name of your nearest Fedders dealer
MELETIO DISTRIBUTING COMPANY
Central Expressway at Young • Riverside 3921



Vick's modern Brook Hollow cafeteria joins Vick's downtown restaurants to serve the Dallas public.

"We at Vick's have learned after many years of experience that electric broiling produces delicious steaks and chops more satisfactorily than any other method. The cherry-red heated calrod broiling unit caramelizes and sears good meat to produce the best in broiled flavor.

"Electric broilers are much cooler to work around, much easier to clean, eliminates fire tending and fumes. Consistently better broiled steaks can be produced from the uniform and accurate electric heat which permits us to duplicate the best broiling temperature every day without variation. Choice steaks are not dried out and spoiled by broiling too slowly, nor burned up by broiling too fast.

"As a result of our experience, when we opened our new Brook Hollow cafeteria early this year with a modern all-electric, air conditioned kitchen, we didn't hesitate a moment to depend on electricity for all-purpose broiling."

Vick Clesi

"ELECTRIC
BROILING
GIVES US
CONSISTENTLY
BETTER
STEAKS AND
CHOPS"

DALLAS POWER & LIGHT COMPANY

DALLAS • JUNE, 1954

EARL A. NICHOLS has been appointed consulting engineer for newly-organized Stekoll Properties. Mr. Nichols will supervise the analysis of oil and gas leases offered to the company. His services will augment the engineering facilities and staff of Stekoll Petroleum, whose research department has been made available to Stekoll Properties. He is a graduate of Texas Christian University with a major in physics and mathematics.

CHECKERS CLAYTON has been appointed manager of the service and parts department of Morris Robinson Dodge, Inc., a Dodge-Plymouth dealership. S. N. (NEWT) DRURY has been named head of the collision estimation department. Mr. Clayton has been in the automobile business for 40 years and is a member of the Society of Automotive Engineers and the Dallas Bar Association. Mr. Drury has had 34 years of experience with Dodge.



A. H. PLYER has been elected a director of Employers Casualty Company. Mr. Plyer is vice-president and treasurer of the company, and active in civic groups.

DALLAS • JUNE, 1956

TENSION RELIEVERS



"This is a custom job I had made at Tension . . . Their regular models are for letters!"

For high quality . . . jet-fast service . . .
and "down-to-earth" prices: call or write . . .

TENSION ENVELOPE CORPORATION

Fort Worth 12, Texas 5900 East Rosedale Jefferson 6-8311
In Dallas Call PProspect 4482, 310 Southland Life Bldg. Annex

MILLIONS OF ENVELOPES FOR EVERY BUSINESS USE



Service, Ability, Experience

Meet Herndon Johns, an Account Executive with Kenneth Murchison & Company. Herndon has had twenty-five years of experience in the insurance business, spending five years as a Rate Inspector for the Texas Fire Insurance Department, fifteen years as a Fire Rate Engineer for insurance companies and five years as an Account Executive.

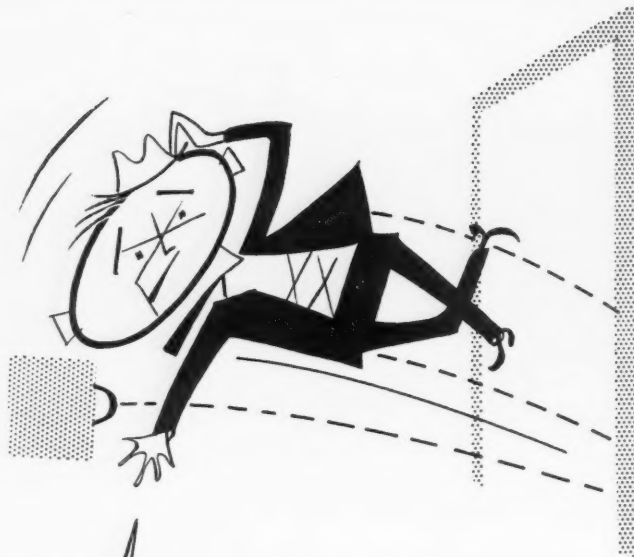
Herndon D. Johns
KENNETH MURPHY

KENNETH MURCHISON & CO.
Insurance • Mortgage Loans
1315 Pacific Avenue • Dallas, Texas

The most complete facilities, whatever your insurance requirements.

KENNETH MURCHISON & CO.

1315 PACIFIC AVENUE • DALLAS, TEXAS • RI-6611



... obviously
my call was
not preceded
by a printed
sales piece
from

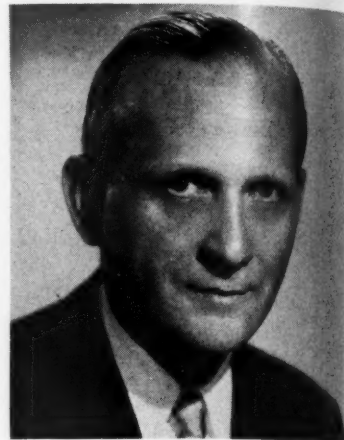
Bennett's

PRINTING - LITHOGRAPHY - OFFICE FURNITURE

1829 CORSICANA - DALLAS - RI-3201

Stationery and Supplies in our Merchandise Mart Shop

Appointments and Promotions—



RANDALL DAVIS, managing director of Hotel Adolphus, has been elected president of the Texas Hotel Association at the 49th annual convention of the group in Galveston. Presently Mr. Davis is vice-chairman of the American Hotel Association Convention Liaison Committee. He also has served on the association's public relations and employer-employee relations committees.

★

JACK FAWCETT has been named service manager of Downtown Motors. Mr. Fawcett is factory trained, and has served as an automobile service supervisor of Dodge-Plymouth for 20 years. He has been employed at Downtown's 2121 Pacific location for more than 18 years.



HUGH KING is Great National Life Insurance Company's new assistant superintendent of agencies. Mr. King, who attended Arkansas University and Oklahoma University, joined Great National in May after being with another life insurance company for nine years. He has had seven years managerial experience in both life and accident and sickness insurance.

DALLAS • JUNE, 1961

Appointments and Promotions—



BILL BROOME has been appointed administrative assistant by Ayres Compton Associates of Dallas, public relations council. Mr. Broome received his Master's Degree in psychology from the University of Texas and formerly was associated with the public relations department of the Santa Fe Railway, with headquarters in Galveston.

★

THOMAS C. EDMONSON has been appointed field engineer at the Dallas office of Lamson Corporation of Syracuse, New York. Mr. Edmonson, an SMU graduate and veteran building and construction sales engineer in the Southwest area, recently completed an intensive training course at the firm's Syracuse factory on airtubes and commercial conveyors.

★

C. L. GUNNELL has been named advertising manager of the Dallas division of Safeway Stores. A graduate of Denver University, Mr. Gunnell was zone advertising manager in Seattle before coming to Dallas.

★

JAMES CARR has been promoted to plant manager of Mrs. Baird's Bread Company. A veteran of 26 years service with the company, Mr. Carr will be in charge of plant operations. **TRICE EDENS**, assistant production superintendent since 1948, has been advanced to production superintendent.

★

JACK W. HAYN has been appointed building manager of the Vaughn Building, now under construction. Mr. Hayn has been manager of another Dallas building for the last 10 years.

DALLAS • JUNE, 1956

You **NEED** better vision (as well as reaction) at 65 than at 40 mile speeds. See your Eye Doctor.

Bring Your
Prescription For
Glasses to us.



D. MARTIN THOMAS

THOMAS
OPTICAL COMPANY

GROUND FLOOR MEDICAL ARTS • DALLAS

Dallas' Foremost Motor Hotels...

Dallasite Motor Hotel

FRANK J. BURGER, Resident Manager

4126 N. Central Expressway

VI-0361

- 54 Rooms
- Radio and Telephone in Every Room
- TV in Every Room
- Tile Baths
- Wall-to-Wall Carpets
- Ultra Modern Rooms
- 8 Suites
- Air Conditioning Year 'Round

Only 4 Minutes from Downtown Dallas

Parkway Motor Hotel

HARRY K. CAUGHEY, Resident Manager

4145 North Central Expressway

LO-8346

- 39 Rooms
- Coffee Shop
- Room Service
- Free Parking
- Television
- Telephone in Every Room
- Tile Baths
- Year 'Round Air Conditioning

Only 4 Minutes from Downtown Dallas and S.M.U.

...TOPS IN COMFORT...

Dallasite Hotel—Parkway Hotel

Connie Sherman

by Jim Stephenson

DALLAS' GROWTH in importance as a convention city is fast and exciting.

So is Connie Sherman's job.

For Connie, who is executive secretary of the Dallas Hotel Association, has had a big added responsibility since Jan. 1.

The tall, brunette, thoroughly Texanized Bostonian (till the age of 5) also is manager now of the new Convention Hotels Reservations Bureau — something unique in the Southwest this side of St. Louis.

Connie got her baptism of fire at this post when the chemists came to town some weeks ago.

"We handled all 6,000 hotel reservations for that one," said Connie, "and we learned plenty from the experience."

By "we," Connie meant herself, her capable full-time assistant, Miss Marlene Becker, and several others hastily recruited at what was uncomfortably close to the last minute.

"Now we know how to plan for the VFW convention coming up Aug. 12-17," Connie smiled.

Biggest convention so far in Dallas' history, this whopper will attract some 15,000 delegates.

So each of the 30 members of the hotel association has apprised Miss Sherman of the motest veterans it will be able to accommodate fustest.

And for each hotel, Connie has set up a sheet in a big black book, filled with room numbers. As a reservation is made, a number is Xed off.

Connie and her aids, expertly co-ordinating this mammoth chore, can promise that virtually every one of the conventioners wanting a hotel room will have one waiting.

Said Connie with pride: "Since we've had the bureau, no convention peak has occurred that required the use of private rooms."



CONNIE SHERMAN

In football season, Connie also directs a housing service to care for overflow crowds not absorbable by Dallas hotels — but that's another story.

Connie, whose new bureau is sponsored jointly by the Dallas Hotel Association and the Chamber of Commerce, already has a lioness' share of hotel business know-how, but constantly is improving herself in this fascinating field.

She was one of the first to enroll as a student in the American Hotel Institute organized last year at Mississippi State College and offering college-equivalent correspondence courses.

In addition, for the last 8 years, Connie has attended hotel training short courses at the University of Houston. Too, she has taken numerous supervisory courses through the Texas A&M Industrial Extension Service.

Her first hotel job was as secretary to Resident Manager Raymond Hall at the Baker.

Previously, she was secretary to former

General Manager Rex Beisel of Chance Vought (during the big move from Connecticut to Texas), and before that she helped run the Navy and North American.

She has, in a word, been a vibrant and valuable woman in business ever since graduation from North Dallas High School in 1936.

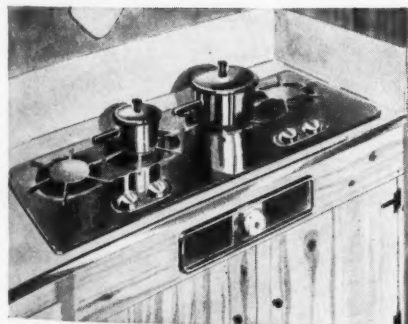
As a young girl, Connie was a bit shy, she confided. But that wore off quickly, once she began meeting the public.

"I love it," she said, "and my work is getting more exciting all the time, now that Dallas is bidding for and getting big national and international conventions it never had before."

"We have conventions booked into 1962 and 63."

Meantime she finds living is fun at the Cliff Towers. She relaxes often in the pool there. Then, as a further diversion from the convention-city factualities of which she is so much a part, she's apt to lose herself in a bit of fiction, with "Sweetie" her parakeet, for company.

Housewives want cool, clean kitchens



Automatic gas built-ins

will give your home a truly "dream kitchen." The new automatic gas built-ins will delight any woman's eye and all the automatic conveniences will make her meal preparation a real pleasure.

Only gas built-ins give all the really modern advantages — you'll have the coolest kitchen ever with vented oven-broiler units and pin-point pilots in the counter top burners. Also, only gas gives you separate smokeproof oven-broilers allowing baking and broiling to be done at the same time.

Automatic gas built-ins are available in almost every possible size, color and burner arrangement, so there's no trick in complementing kitchen decor and getting the utmost in efficiency and usable space.

For what it costs to cook electrically for 1 year, you can cook for more than 4 years with modern flame-fast gas.



1956 — The year to build or remodel

LONE STAR



GAS COMPANY

RESIDENTIAL - COMMERCIAL - INDUSTRIAL

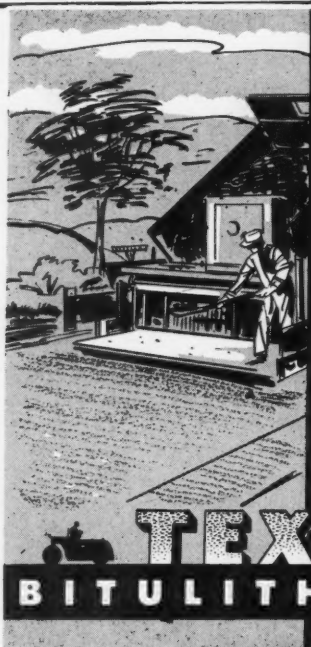


AIR CONDITIONING
AND
REFRIGERATION
CONTRACTORS



DALLAS AIR CONDITIONING COMPANY

1708 Cedar Springs Ave. Dallas Phone STerling 4451



**... asphalt
or concrete**

**... for paving you
can depend on, it's
Texas Bitulithic Co.**

50 years of experience in better paving guarantee you that paving by Texas Bitulithic Company is paving you can depend on to last longest. Let one of our salesmen-engineers show you how the skill and experience of the oldest paving contractors in Texas can save you money.

**Industrial • Drive-Ins • Streets
Residential • Parking Lots**

BITULITHIC COMPANY

2121 Irving Boulevard

Phone Riverside 3531

REAL ESTATE LOANS

*Commercial
Industrial
Residential*

"Real Estate Financing Since 1908"

MURRAY
INVESTMENT COMPANY

Convenient Ground Floor Location

Several Parking Stations Just a Few Steps Away

1315
Pacific
Ave.

Phone
STerling 3361

Between
Field &
Akard Sts.

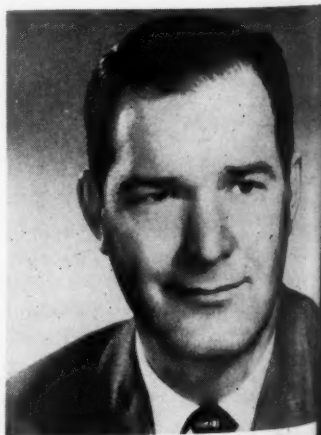
Appointments and Promotions—



RODGER P. RINGLER has been named to head Continental Air Lines' district traffic and sales office in Dallas. Mr. Ringler, a graduate of Denver University, is now district sales manager for the air line at El Paso.

★

F. C. BACCUS has been named president and general manager of Texas Motor Coaches, Inc., a bus line serving the Dallas-Fort Worth area with passenger, express and charter facilities. Other officers elected include W. WESLEY HARRIS, vice-president; MISS MYRTLE C. HANDER, secretary-treasurer and B. H. MAJORS, L. C. BURCH JR., Z. L. MAJORS and M. S. HEYWOOD, directors. Mr. Heywood also serves as operating manager of the firm.



RICHARD L. FITZPATRICK has been named Southern regional sales vice-president for American Airlines. Mr. Fitzpatrick, a native of Birmingham, Alabama, has been district sales manager for American Airlines in San Francisco since June, 1951.

DALLAS • JUNE 1951

Appointments and Promotions—



HORACE THOMAS has been promoted to the sales staff of William S. Henson, Inc., Dallas printers and lithographers. Mr. Thomas, a graduate of Woodrow Wilson High School, has been associated with Henson Printers for more than a year in different production positions.

★

DON MARSHALL, veteran aviation management man, has joined The Frye Corporation as general sales manager. Mr. Marshall formerly was vice-president in charge of sales for McLean Development Laboratories.

★

R. L. TAYLOE has been named chairman of the Dallas County Red Cross. Elected to serve with Mr. Tayloe were **CLIFTON DENNARD**, vice-chairman; **JAMES M. MONRONEY, JR.**, secretary, and **J. D. FRANCIS**, treasurer.

★

JEROME K. CROSSMAN, Dallas businessman and civic leader and former president of the Dallas Chamber of Commerce, has been named honorary consul here for the Republic of Turkey. His appointment was confirmed in a letter from Ambassador Maydar Gork of Turkey to the Department of Commerce.

★

JACK SCARBROUGH, JR., president of E. M. Scarbrough and Sons, Austin, Texas, has been elected president of the Texas Retail Dry Goods Association. **I. E. TONKON**, Tonkon Millinery, Dallas and **BILLIE HOFFMAN**, Hoffman and Son, Georgetown were elected as first and second vice-presidents respectively, and **P. J. VENTURINE**, Tiche-Goettinger Company, Dallas was elected treasurer. **DAVID A. SHIPIRO** is executive secretary of the organization.

SHOPPING VILLAGE TENANTS

SEE US IMMEDIATELY FOR
NEW DESIGNS AND IDEAS
FOR YOUR STORE

Klimist

STORE FIXTURE MFG. CO.
1107 JACKSON • DALLAS 2, TEXAS

Telephone RI-6838

Lowest Price and Fastest Delivery

ONE OF THE LARGEST SHOWROOMS IN THE U.S.A.

NORRIS DAIRY PRODUCTS CO.

807 Park Avenue

Dallas, Texas

Milk Tank and Refrigerator Service

Distributors for

Ambrosia Chocolate Company

Robert A. Johnston Company

Western Condensing Company

Cream — Condensed Skim Milk — Non-Fat Milk Solids

Dried Whey — Butter — Grade "A" Whole Milk



The Westerner Tourist Court

254 S. Zangs at Elmore — Hiway 67 and 77 South

Dallas, Texas

Whitehall 1-1121

MEMBER: "Best Western Motels" and Duncan Hines

- Swimming Pool (for guests only)
- Refrigerated Air Conditioning in every room
- Vented Heat
- Radios and Televisions
- Simmons Beauty Mattresses and Inner Springs
- Individual Garages . . . Overhead Doors



Appointments and Promotions



A. L. FRANZOLINO, director of training at Temco Aircraft Corporation, has been elected secretary-treasurer of the American Society of Training Directors. Mr. Franzolino has been a member of the National Society since 1947, and has held prominent positions in local chapters in both Ohio and Texas. **FRED WILBUR**, assistant to the director of employee relations at the Oil Well Supply Division of U. S. Steel, has been elected vice-president of Region III.

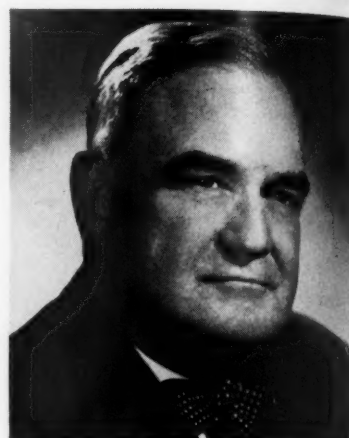
HUBERT L. GLISAN has been promoted to traffic manager of Continental Trailways Bus System. Since 1948, Mr. Glisan has been regional manager in charge of sales and operations in the South Texas area with headquarters in Houston. **FLOYD K. ROBERTS**, a veteran of 20 years in the industry, has been named as the new sales manager.

★

DON A. WILLIAMS has joined the Dallas headquarters staff of the petroleum branch, AIME as activities manager. A graduate of the University of Houston, Mr. Williams formerly was connected with Fairbanks-Morse & Company as sales representative at Tyler.

★

JERRY THOMPSON has been elected president of The Breakfast Optimist Club of Dallas. Other officers chosen include **DAVID W. MOSS** and **W. BLAIR SKILES**, vice-presidents; **JACK K. LEWIS**, secretary-treasurer; **JOE C. BRIDGEFARMER**, sergeant-at-arms; **PAUL W. BELLOW**, **DAVE KARLEN**, **DR. ASA A. NEWSOM, JR.** and **SANDY M. SANDOLOSKI**, directors.



B. HICK MAJORS, Dallas realtor, has been elected a member of the Society of Real Estate Counselors. Mr. Majors, who has been a leading force in speeding the growth and development of the Greater Dallas area, is one of the two Texans who have been named to the one hundred member organization.

★

A. C. SIMMONS, JR., has been appointed manager of system sales at Communications Engineering Company, 900 Dragon.

"BUSINESS CLICKS IN '56 ...if..." YOU DON'T KEEP IT A SECRET

*Use our
Complete Service*

- ART
- LAYOUT
- COPY
- REPRODUCTION
- ADDRESSING
- MAILING

Every person or firm is a prospective customer ... if ... and when ... he knows what you've got to offer ... but, ... unfortunately he will never know, that is, until you tell him. So ... let us help you shout it from the roof tops.

Don't keep your customers waiting

Call **RI-4174** Today



annahill
DIRECT MAIL ADVERTISING

1708 Patterson

Dallas

New Location — Ground Floor Burt Bldg.



Appointments and Promotions—



L. RAEBURN HAMNER, JR., a trust officer of the Republic National Bank of Dallas, has been installed as president of the Dallas Chapter, Tax Executives Institute, Inc. A native of Kentucky, Mr. Hamner received his BBA degree in professional accounting from Southern Methodist University.

FRED F. FLORENCE, president of the Republic National Bank of Dallas, has been elected a director of the Missouri-Kansas-Texas Railroad. Mr. Florence was one of two new directors elected for three-year terms. The other new director is **J. CLYDE LOFTIS**, executive vice-president of Kraft Foods Company in Chicago.



GLENN MANNING has been appointed general manager of Royalair Distributors, Inc., distributors of Chrysler Airtemp air conditioning. Mr. Manning is well known throughout Dallas and North Texas for his work in the wholesale air conditioning and electrical appliance industry. He is a graduate of the University of Oklahoma with a degree in business administration, specializing in sales management and marketing.

DALLAS
HOUSTON
AUSTIN
KANSAS CITY



ST. LOUIS
DENVER
OMAHA
LINCOLN

NATKIN & COMPANY

MECHANICAL CONTRACTORS

5639 Dyer • FO 8-2804

Air Conditioning, Heating, Plumbing and Ventilation Since 1908

QUALITY FURNISHINGS... ...CREATIVE DECOR



Quality furnishings in contemporary or traditional styling and the finest of professional decorative service is available for your firm or office from Stewart's.

The selection shown here is from Stewart's outstanding Herman-Miller collection... the quality leader in distinctive, contemporary furniture. To compliment the fine hand-rubbed woods of this group, Stewart's chose draperies and chairs of colorful contrast.

Complete furnishings from reception room to executive suite is available at Stewart's. Professional decorative service is offered at no additional cost. Consult with us today.

Stewart's

STATIONERS • OFFICE OUTFITTERS

1523 Commerce • DALLAS • Phone PR-8581

*it's about time
somebody figured
a way to save
up to...*

40%

on operating costs

*and Rheem has!
Now the
revolutionary
new*

Rheemaire

year 'round AIR CONDITIONING reduces operating expenses
up to a fabulous 40% and a \$1,000 capacity bond guarantees
the operation of the RHEEMAIRE at its rated capacity.

you can rely on



1901 Irving Blvd. RI-1186

AUTHORIZED RHEEMAIRE DEALERS

GENERAL HEATING AND AIR CONDITIONING CO., 9001 San Benito Way, Fairdale 6437

MODERN AIR COMPANY, 6102 Abrams Road, EMerson 4954

TEXAS AIR CONDITIONING CONTRACTORS, 816 South Haskell, TAYlor 9079

CHAMBERS PLUMBING, HEATING and AIR CONDITIONING, 111 Greenville Avenue, RICHARDSON, ADams 5743

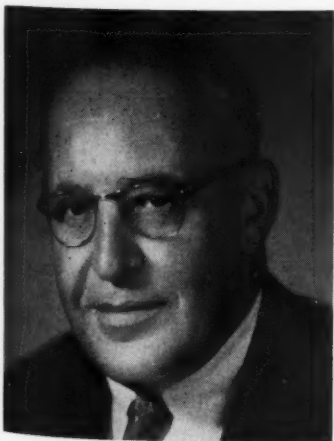
Appointments and Promotions—



JACK W. JONES has been named merchandise manager of Professional Optical Supply Company. Mr. Jones, a native of Kansas City, Missouri, was formerly sales representative of Shuron Optical Company, Kansas City, traveling the states of Iowa, Nebraska, Kansas, Missouri, and Oklahoma.

★

MILTON BROWN, president of the Mercantile National Bank of Dallas, has been elected to the advisory council of the Southern Institute of Management. As a council member, Mr. Brown will have a leading role in helping plan and direct the policies, programs and activities of the non-profit foundation, which is devoted to upgrading management of business, industry and non-commercial enterprises in the thirteen Southern states.



WESBY R. PARKER, vice-president of the General Foods Corporation for more than 10 years, has been named executive vice-president of Dr. Pepper Company, Dallas. For the past five years, Mr. Parker has been general manager of the Post Cereals and the Carton and Container divisions of General Foods.

MEMBER SOCIETY OF INDUSTRIAL REALTORS

HOWELL H. WATSON

Realtor

Fidelity Union Life Building • DALLAS • Phone RI-1793



... A SECOND CONVENIENT LOCATION

to serve the White Rock, East Dallas and Garland areas

A SPARKMAN SERVICE MEANS MUCH MORE...YET COSTS NO MORE

Sparkman's
SPARKMAN-BRAND, INC.
MORTICIANS

ROSS AT PEARL
ST-2187

MEMBER
National Society of Morticians
BY INVITATION

GARLAND ROAD at
EASTON ROAD

ATOMIC AGE SELLING

in the great southwest

instruments... radio-tv components... test equipment... microphones... phonograph and sound components... relays and timing devices... recording and playback...

The J. Y. SCHOONMAKER COMPANY

was organized over twenty years ago to serve the expanding electronic market of the Southwest. Throughout the years, we have perpetuated our manufacturers' spirit of fair dealing, merchandising integrity, and enthusiastic service and thus have encouraged the respect of both customers and principals alike.



J. Y. SCHOONMAKER COMPANY DALLAS

Est. 1933

representatives to the growing electronic industry

2011 CEDAR SPRINGS
ST-3335





INSURED INVESTMENTS

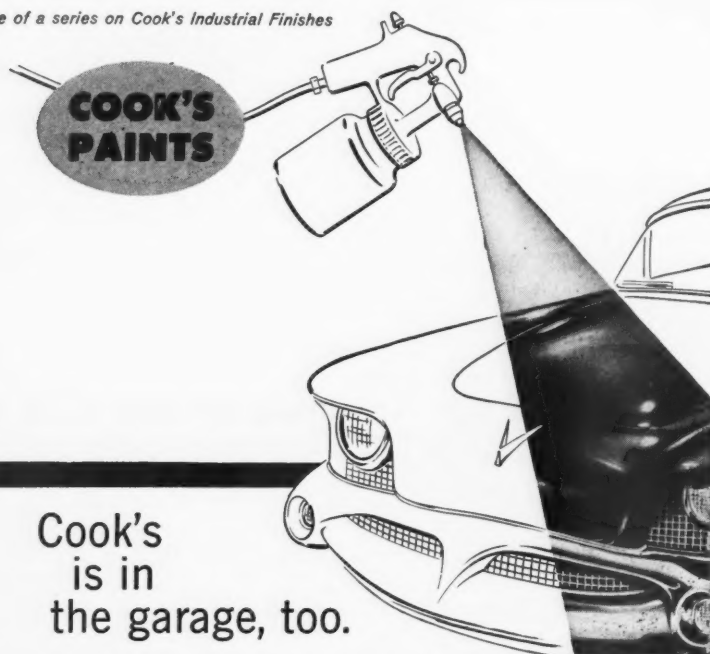
Funds invested on or before July 10
earn dividends from July 1.

3%
Per Annum
Currently

The Future Home of DALLAS FEDERAL SAVINGS AND LOAN ASSOCIATION

Now Under Construction at Elm and Akard

• One of a series on Cook's Industrial Finishes



**Cook's
is in
the garage, too.**

It may be in your garage. For many of the smartest colors that protect and beautify twelve American makes of automobiles are Cook's custom-made automotive finishes.

For that matter, the range and refrigerator in your kitchen, the awnings on your house, the train you ride, your bass plug, and even your wife's bobby pins may be finished with one of Cook's custom-made industrial paints and coatings.

All these finishes — plus hundreds more — are products made on contract by Cook's to meet specific requirements of

manufacturers. Billions of food containers have been lined with a Cook-discovered protective coating. We found a finish that even helps prevent broom-handle splinters.

What's your problem? Perhaps we can be of help. Cook's research, laboratory, and technical-industrial services are at your command. Call on us to help formulate new or unusual finishes. Consult us when you want long-wearing finishes of standard quality or formulation. Ask us for help in solving application problems. For more than 40 years we've served industry with the right finish at the right price.

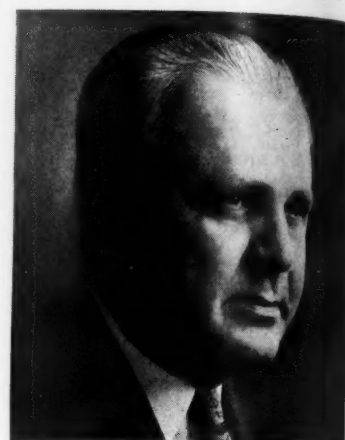
COOK PAINT & VARNISH CO.

1402 Knox Street, North Kansas City, Missouri
Factories: Kansas City • Detroit • Houston

© 1956

One of the first ten of America's 1,500 paint manufacturers

Appointments and Promotions—



ALBERT L. LONG, a vice-president of the Republic National Bank of Dallas, has been elected vice-president of the Bankers Association for Foreign Trade. Mr. Long, who holds a graduate certificate from the American Institute of Banking, is in charge of Republic's Foreign and Commodity operations. Named president of the Association was **ROBERT P. FUREY**, vice-president of the Hanover Bank, New York City.

★

JEROME H. GALES has been appointed secretary-treasurer of Lewis Grinnam Company. In his new position, Mr. Gales, a certified public accountant, will be responsible for the accounting tax and fiscal matters of the mortgage firm.

★

LEWIS R. JOHNSON has been appointed Dallas general agent for Pilot Life Insurance Company of Greensboro, North Carolina. Mr. Johnson, a native resident of Dallas, is active in business and civic enterprises.

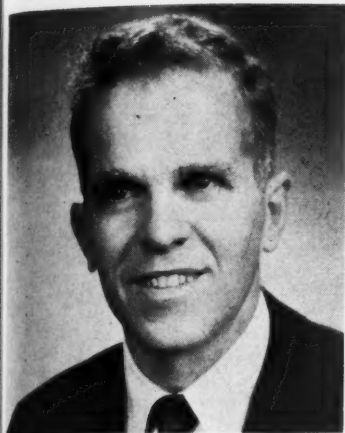
★

ROBERT F. PRICE and **FRANK L. JACKSON** have been promoted to vice-presidents with Girardian Insurance Company. Mr. Price was agency secretary in the company's life division and will retain the title and duties of that position. Mr. Jackson was previously supervisor of disability field personnel for the company. In his capacity as vice-president, he will direct all phases of the disability program.

★

TED H. BARRETT, promotion director of The Dallas Morning News, has been elected president of the National Newspaper Promotion Association at the organization's twenty-sixth annual convention.

Appointments and Promotions—



WILLIAM B. (BILL) DAVIS has been named sales representative for the Dallas District of American Airlines. Before joining American, Mr. Davis had been associated with Braniff for eleven years, the last year in Dallas as district sales manager. He is a graduate of the University of Wisconsin.

★

MELVIN MITCHELL, vice-president of the First National Bank of Garland, has been elected president of the Dallas Conference of the National Association of Bank Auditors and Comptrollers. Other Officers elected include **GEORGE W. CRAMER** of the Texas Bank & Trust Company, vice-president; and **ROY LAMBERT** of the First National Bank in Dallas, secretary-treasurer.

★

THOMAS J. CARTER, JR. has been elected to the board of Continental Fidelity Insurance Company. Mr. Carter is general manager of the Carter Oil Company in Dallas and holds a Bachelor of Business Administration degree from Southern Methodist University.

★

JOHN W. STANFIELD, president of Southwest Electronics Industries, Inc., has been named to head the Dallas office of Information for Industry, Inc., a Washington headquartered company that provides interm index service to American and foreign business and industry, covering United States chemical patents. Mr. Stanfield also will represent Information, Inc., in Arkansas, Louisiana, Oklahoma and New Mexico.

**A DEAR FRIEND... A WORTHY CUSTOMER...
YOUR ROYAL FAMILY... are all cause celebre for**

DALLAS'
CUISINE
EXTRAORDINAIRE



*Private Rooms Available
for Small Groups.*

**For Reservations, call TR-1135
PARKING... 2809 ROSS AVENUE
Open 6 p.m... Closed Wednesdays**

Serving the Air Conditioning Industry

with

AMERICAN AIR FILTER COMPANY, Inc.

Air Filters, Mechanical and Electro-Static

ANEMOSTAT CORPORATION OF AMERICA

High Velocity Air Diffusers

CHICAGO PUMP COMPANY

Centrifugal, Bilge, Sewage and Heating Pumps

FITZGIBBONS BOILER COMPANY, Inc.

Heating and Power Boilers

GENERAL BLOWER COMPANY

Blowers, Fans, Exhausters

INDUSTRIAL SOUND CONTROL, Inc.

Sound Reduction Devices

MARLO COIL COMPANY

Air Conditioning Equipment

MARSH HEATING EQUIPMENT COMPANY

Steam Specialties

UNITED SHEET METAL COMPANY, Inc.

Spiral Ducting and Mufflers

GILBERT ENGINEERING COMPANY

MECHANICAL EQUIPMENT

Heating - Air Conditioning - Pumping

ELmhurst 5377

6414 MAPLE AVE.

DALLAS 19

ADVERTISERS IN THIS ISSUE

AND THEIR ADVERTISING AGENCIES

ACME BUILDING MAINTENANCE.....	86	ELLIS-SMITH & COMPANY.....	67	MURRAY INVESTMENT COMPANY.....	96
ADLETA SHOWCASE & FIXTURE MFG. CO.....	83	Agency — Ayres Compton Associates.....		Agency — Melton Advertising.....	
Agency — Tracy-Locke Company, Inc., Advertising.....		FIRST NATIONAL BANK IN DALLAS.....	6	MUSTANG AVIATION, INC.....	81
ADOLPHUS HOTEL.....	19	Agency — Rogers & Smith, Advertising.....		NATIONAL VAN LINES.....	78
Agency — The Jordan Company, Advertising.....		FORREST & COTTON, CONSULTING ENGINEERS.....	68	Agency — R. B. Moreland & Co., Advertising.....	
AMERICAN SAVINGS & LOAN ASSOCIATION.....	68	FREEMAN DECORATING CO.....	46	NATKIN & COMPANY.....	99
AMERICAN TRANSFER & STORAGE CO.....	60	FRIGIKAR CORPORATION.....	59	NORRIS DAIRY PRODUCTS COMPANY.....	97
Agency — Melton Advertising.....		Agency — The McCarty Company of Texas, Inc.....		OAKS MANOR MOTOR HOTEL.....	86
ANNAHILL DIRECT MAIL ADVERTISING.....	98	FRISCO RAILWAY.....	77	Agency — Sanders Advertising Agency.....	
LEONARD AYERS LAND PLANNERS.....	82	Agency — Warner & Todd, Inc., St. Louis, Mo.....		OLD CHARTER.....	107
BAKER HOTEL.....	29	GILBERT ENGINEERING CO.....	103	Agency — McCann-Erickson, New York City.....	
Agency — Alert Advertising Agency, Galveston.....		GITTINGS.....	85	OLDHAM LUMBER COMPANY.....	66
BEATTY ENGINEERING CO.....	76	Agency — A. S. Black & Company, Inc., Houston.....		OLD WARSAW.....	57
BENNETT PRINTING CO.....	92	HALTOM'S.....	72	PADGETT PRINTING & LITHOGRAPHING COMPANY.....	93
Agency — Taylor-Norworthy, Inc.....		Agency — Thomas L. Yates, Advertising, Ft. Worth.....		PARKWAY MOTOR HOTEL.....	93
BLUE DIAMOND COMPANY.....	62	FELIX HARRIS & CO.....	51	REPUBLIC NATIONAL BANK OF DALLAS.....	9
Agency — James H. Susong, Advertising.....		Agency — James H. Susong, Advertising.....		Agency — Glenn Advertising.....	
JNO. P. BOUNDS & SON.....	36	HEART O' THE HILLS INN.....	80	ROCK ISLAND LINES.....	74
Agency — Perry Advertising.....		Agency — Grace Gage.....		Agency — The Caples Co., Advertising, Chicago.....	
BRIGGS-WEAVER MACHINERY COMPANY.....	66	HINTON'S MOTOR LODGE.....	56	SACKS EMPLOYERS SERVICE.....	68
Agency — Taylor-Norworthy, Inc.....		HOLIDAY LODGE.....	87	SANTA FE RAILWAY.....	106
CANNON BALL CHAIR RENTAL CO.....	67	HUDSON & HUDSON.....	68	Agency — Leo Burnett, Inc., Advertising, Chicago.....	
CATLETT ENGINEERS, INC.....	58	HUEY & PHILP.....	42	PHIL SCHEPPS DISTRIBUTORS.....	44
CHANDLER SOUND EQUIPMENT.....	89	Agency — Jas. W. Huff, Advertising Agency.....		Agency — Sam Bloom Advertising.....	
Agency — J. Neal Ferguson & Associates, Advertising.....		HUMBLE OIL & REFINING CO.....	65	J. Y. SCHOONMAKER.....	101
CITY TRANSPORTATION COMPANY.....	37	Agency — McCann-Erickson.....		SOUTHERN KITCHEN.....	50
Agency — James H. Susong, Advertising.....		INDUSTRIAL PROPERTIES CORP.....	85	Agency — Paul Berry Company.....	
CLARKE & COURTS.....	88	Agency — John Peyton Dewey Advertising.....		SOUTHERN TRUST & MORTGAGE CO.....	72
Agency — Aylin Advertising Agency, Houston.....		INDUSTRIAL TOWEL & UNIFORM SERVICE.....	40	SOUTHLAND LIFE INSURANCE CO.....	61
CLASSIFIED PARKING SYSTEM.....	45	Agency — J. Neal Ferguson & Associates, Advertising.....		Agency — DeLernett Advertising.....	
CLOUD EMPLOYMENT SERVICE.....	71	KLIMIST STORE FIXTURE MFG. CO.....	97	SOUTHWESTERN ADVERTISING & MARKETING.....	81
Agency — Eldred J. Robinson Advertising.....		LANDAUER & SHAFER.....	61	SOUTHWESTERN LIFE INSURANCE CO.....	45
OTTO COERVER COMPANY, INC.....	87	J. W. LINDSLEY & COMPANY.....	78	Agency — Crook Advertising.....	
Agency — Hepworth Advertising Company.....		LONE STAR CADILLAC COMPANY.....	2	SPARKMAN-BRAND, INC.....	101
COOK'S PAINTS.....	102	Agency — Rominger Advertising.....		Agency — Thomas R. Leslie, Advertising.....	
Agency — Potts-Woodbury, Inc., Advertising, Kansas City, Missouri.....		LONE STAR GAS COMPANY.....	95	STATLER HILTON HOTEL.....	24
COTTON BELT ROUTE.....	82	Agency — Ruthrauff & Ryan, Inc., Advertising.....		Agency — McCann-Erickson, Houston.....	
Agency — Bates-Hodgson-Newwoehrner, St. Louis.....		LUCAS B & B RESTAURANT.....	81	STEPHEN F DUDE RANCH.....	50
DALLAS AIR CONDITIONING COMPANY.....	96	McCULLERS PRESS.....	63	STEWART OFFICE SUPPLY.....	99
Agency — James H. Susong, Advertising.....		A. Y. McDONALD MFG. CO.....	100	Agency — Grant Advertising, Inc.....	
DALLAS ASS'N OF INSURANCE AGENTS.....	47	Agency — Idear, Inc.....		STROMBERG-CARLSON.....	76
Agency — Ayres Compton Associates.....		SAM ROSS McELREATH CO.....	77	Agency — Charles L. Rumrill & Co., Advertising, Rochester, New York.....	
DALLAS ELECTRONIC BALANCING CO.....	63	B. P. MCINERY CO.....	41	SYLVESTER'S DISPENSING OPTICIANS.....	75
DALLAS FEDERAL SAVINGS & LOAN ASSOCIATION.....	102	McMATH-AXILROD CORPORATION.....	3	W. A. TAYLOR CO.....	71
Agency — Crook Advertising Agency.....		Agency — Van Roberts, Advertising.....		Agency — Hepworth Advertising Company.....	
DALLAS HOTEL ASSOCIATION.....	54-55	MACATEE, INC.....	64	TENSION ENVELOPE CORP.....	91
DALLASITE MOTOR HOTEL.....	93	Agency — Rogers & Smith, Advertising.....		Agency — Potts-Woodbury, Inc., Kansas City, Mo.....	
DALLAS PIONEERS.....	4 and 105	MARIO'S RESTAURANT.....	103	TEXAS BANK & TRUST COMPANY.....	26
DALLAS POWER & LIGHT CO.....	90	MATTHEW'S ENGINEERING CO.....	66	Agency — Grant Advertising, Inc.....	
Agency — Rogers & Smith, Advertising.....		MELETIO DISTRIBUTING CO.....	89	TEXAS BITULITHIC COMPANY.....	96
DALLAS TRANSFER & TERMINAL WAREHOUSE.....	83	Agency — Jar. W. Huff Advertising Agency.....		Agency — R. J. Burke Advertising, Inc.....	
Agency — Marvin Winsett Advertising.....		MERCANTILE NATIONAL BANK AT DALLAS.....	108	TEXAS DELIVERY WAREHOUSE.....	52
DALLAS TRANSIT COMPANY.....	80	Agency — Ratcliffe Advertising.....		Agency — James H. Susong, Advertising.....	
Agency — The McCarty Company of Texas, Inc.....		MERCHANDISE MART.....	34	TEXAS EMPIRE LIFE & ACCIDENT INSURANCE CO.....	57
DALLAS UNION SECURITIES CO.....	80	METROPOLITAN SAVINGS & LOAN.....	75	Agency — Paul Berry Company.....	
Agency — Crook Advertising.....		MEXICAN MESA.....	82	TEXAS EMPLOYERS INSURANCE ASSOCIATION.....	49
DELTA PRODUCTS.....	46	HENRY S. MILLER COMPANY.....	50	Agency — DeLernett Advertising.....	
Agency — Worrell-Ericson Advertising Agency, Fort Worth.....		VANCE K. MILLER COMPANY.....	77	TEXAS REFRIGERATION & ENGINEERING CO.....	78
DICTAPHONE CORPORATION.....	75	MKT RAILWAY SYSTEM.....	8 and 79	THEATER LOUNGE.....	45
DORSEY COMPANY.....	39	MIXON REALTY COMPANY.....	38	THOMAS OPTICAL COMPANY.....	93
Agency — E. G. Shumard, Advertising.....		MOTEL HIGHLAND.....	67	Agency — Dicklow Advertising Agency.....	
H. W. DUNHAM & ASSOCIATE.....	63	KENNETH MURCHISON & CO.....	91	TOWN HOUSE MOTOR HOTEL.....	70
HERB DURHAM & CO.....	83	Agency — E. G. Shumard, Advertising.....		VINSON STEEL & ALUMINUM CO.....	73
EL FENIX RESTAURANT.....	86			WAREHOUSE CUT-RATE LIQUOR STORES.....	74
				HOWELL H. WATSON.....	101
				WESTERNER TOURIST COURT, THE.....	97

Ask Your Agency...
HOW YOU CAN USE
TO INCREASE SALES AND
ADD PRESTIGE AND GOOD WILL
ASK YOUR AGENCY OR CALL TOM McHALE AT PR-8451

DALLAS

in 1956

Dallas *Pioneers*



Established

1857 Sanger Bros.
in Texas

Opened Dallas Store in 1872

1869 Padgett Bros.
Company

Leather Goods —
Wholesale and Retail

1872 Huey & Philp
Company

Wholesale

1878 National Bank
of Commerce

Banking

1887 Buell & Company

Building Material
Distributors

1889 Austin Brothers
Steel Co.

Steel for Structures of Every Kind

1889 J. W. Lindsley
& Company

Real Estate and Insurance

1892 The Egan
Company

Printing, Lithographing, and
Embossed Labels

1893 Fleming &
Sons, Inc.

Manufacturers — Paper
and Paper Products

1896 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies

1898 The Praetorians

Life Insurance Service



SOLID vestibule trains to St. Louis and Chicago were features of Katy Rail Service out of Dallas during the nineties when the old MKT Ticket and Freight Offices, shown in the above photograph, were located at the corner of Elm and Lamar. During that decade, Dallas was jumping from the 40,000 population bracket to plus 80,000 at the turn of the century. In 1904, Charles R. Burton, who had come to Dallas from Tennessee in 1895, left a job as auditor with the Dallas Street Railway Company to form an insurance agency with Charles R. Freeman. Originally, the firm was known as Freeman & Burton and Mr. Burton recalls that horse and wagon risks formed a large part of liability insurance in that era. The first offices of the firm were located on the ground floor of 297½ Main Street where Field Street now crosses Main. The firm was later located in the old North Texas Building, the Jennie Scollard Building and the Central Bank Building. Mr. Freeman died in 1918 and the firm moved to its present location in the Southland Annex in 1933. George E. Wilkin joined the firm in 1942 and became a partner of Mr. Wilkin in 1946. Today the firm writes more than 100 forms of insurance and is now in its fifty-second year.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1900 John Deere
Plow Company

Agricultural Implements

1902 Cullum &
Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1903 Republic Insurance
Company

Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1904 Burton & Wilkin

Over 100 Kinds of Insurance Sold

1905 Rubenstein &
Sons, Inc.

Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rita Shelled Pecans

1910 Moser Co.
Realtors

Industrial and Commercial
Leases and Sales

1910 Red Bryan's
Smokehouse

Barbecued Meats

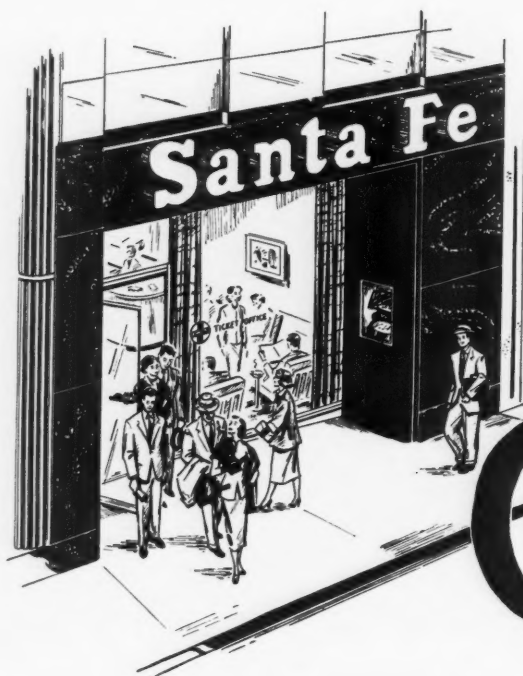
1911 Graham-Brown
Shoe Company

Manufacturing
Wholesalers

1912 Stewart Office
Supply Company

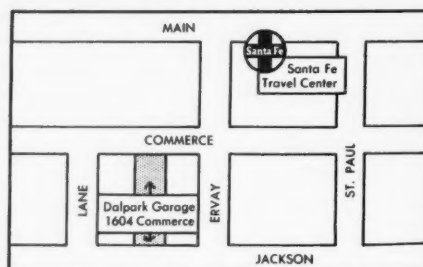
Stationers — Office Outfitters

your



Travel Center

1800 MAIN
PRospect-6301



Park free for one hour, in the lot shown on the map above, while visiting your Santa Fe Travel Center. In this modern office, arrangements for special groups, trips, tours, convention trains and other requests will receive immediate attention. Whether you're going on business, vacation or back-to-school, your courteous Santa Fe Agent will be pleased to help you plan your trip.

P. H. SWINNEY, Division Passenger Agent, Dallas

Tick-tock...tick-tock...

the whiskey that
didn't watch the clock...
seven long years!



*Superior
from the start...
after seven years
Supreme!*

OLD CHARTER

Kentucky's Finest



Straight BOURBON

DISTRIBUTED THROUGHOUT TEXAS BY PENLAND DISTRIBUTORS, INC.
STRAIGHT BOURBON WHISKEY • 86 PROOF • 7 YEARS OLD • OLD CHARTER DISTILLERY CO., LOUISVILLE, KY.

Drive in and Save **MANPOWER**

... No need to keep one man circling the block, while another runs into the bank; nor is it necessary to park your car. That's why more and more business firms are using our quick, convenient Drive-in-Deposit service. You save time, energy and manpower. You can pick up payrolls here, too, when tellers are notified in advance. There's also less risk involved when you drive right up to the teller's window ... in on Commerce ... out on Main.



MERCANTILE NATIONAL BANK

Dallas, Texas

Member Federal Deposit Insurance Corporation

